# 1985 ONTARIO EXIT SURVEY

## TRAVEL ASSOCIATION
## REGION 3: GREY-BRUCE-HURONIA-MUSKOKA

VOLUME IV

Ontario

Tourism Research Section
MINISTRY OF TOURISM AND RECREATION
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This comprehensive study was conducted on behalf of the Ministry of Tourism and Recreation by Traveldata International. This is a summary of the main findings. Detailed tables are available on request.

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# FOREWORD

## FOREWORD

The Ontario Ministry of Tourism and Recreation commissioned this study in order to determine the travel habits and characteristics of non-residents of Ontario travelling within the province. Travel by residents of Ontario is excluded. This information will be of assistance for the preparation of both marketing and developmental programs for this Travel Association Region in addition to general economic planning.

Travel data for this regional profile cover the following: origin of travellers, length of stay, seasonality, mode of transportation, purpose of trip, accommodation used, activity participation, tourism advertising, expenditures and socio-economic characteristics.

This calendar year 1985 study, which was conducted by Traveldata International, involved about 10,590 interviews of non-Ontario residents as they exited the province by highway, air and train. Full details on survey methodology are contained in the Technical Appendix which is available under separate documentation.

For any further queries in regards to the methodology employed or to this publication, please contact:

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NOTE: This report contains a separate analysis for the following mode/origin groupings:

- Total (All Origins, All Modes)
- U.S. Origin, Highway Mode.

Due to the small sample size in this region, the following mode/origin groupings will not be shown:

- U.S. Origin, Air Mode;
- Canadian Origin, All Modes; and
- Other Countries Origin, All Modes.

# HIGHLIGHTS

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA

## HIGHLIGHTS
## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA

### Visitation/Trip Characteristics

A total of 417,000 travellers visited Grey-Bruce-Huronia-Muskoka region (TAR 3) during 1985, or about 1.5 percent of the total number of travellers to Ontario. Nearly all of these travellers (97%) were overnight visitors, half (51%) originating from the United States and nearly half (47%) from Canada. The remainder (3%) were from overseas. Of those originating from the United States, one-quarter came from Michigan and another quarter from New York. Half of those originating in Canada were from Quebec.

Seventy-one percent of travellers visited the region during the summer months, from July to September.

One in two travellers' main purpose for visiting the region is for recreation and pleasure, while 30 percent visited friends and relatives. Among visitors from the United States who travelled by highway, a greater number (61%) travelled for recreation and pleasure. Once again, approximately one in three travellers visited friends and relatives when travelling by highway.

Visitors to the region participated in more activities (3.86 on average) than is generally the case for visitors to the province. General activities that were popular include outdoor/sporting activities, eating

in a restaurant, visiting friends and relatives, sight-seeing and, to a lesser extent, shopping. Some travellers also went to historical sites (22%), to museums/galleries (21%), on boat/rail tours (15%), to attractions/zoos/ amusement parks (11%), or to sporting events (10%). Visitors from the United States who travelled by highway gravitated towards going on boat/rail tours (24%), or going to sporting events (15%).

The 405,000 visitors who stayed overnight spent a total of 2.498 million nights in the region, or an average of 6.17 nights. Those two and a half million nights represent 5.7 percent of the total nights spent by visitors in Ontario. Of those nights, 38 percent were spent at friends or relatives, 35 percent at a private cottage, 8 percent at a resort lodge, and 7 percent were spent camping or in a trailer. Those visitors from the United States who travelled by highway were less likely to stay with friends and relatives, and more likely to stay at a private cottage or resort lodge.

**Trip Expenditures**

A total of $55.52 million (Canadian) was spent by travellers in the region, 2.5 percent of all the expenditures by travellers in Ontario. United States residents account for 43 percent of the expenditures, Canadians 37 percent, and all other countries 19 percent.

United States residents had an average expenditure per trip of $106.59. The overall regional average was $128.81, the second highest of all TAR regions. Overnight visitors had an average expenditure of $115.78.

The travellers spent most of their money on food and beverage (30%), accommodation (26%), automobile expenses (17%), and other items (18%). United States highway travellers were more likely to spend their money on food and beverage and accommodation, and less on automobile expenses and other items.

The proportion of pre-paid expenditures was 8 percent.

## Socio-Economic Characteristic

One-quarter (28%) of overnight visitors were under 19 years. Eighteen percent were 20 to 34, 31 percent were 35 to 54, and 22 percent were over 55 years.

Approximately one-third have a high school education, while 4 in 10 have completed university.

Thirty-nine percent of overnight visitors belonged to a household where the income was under $30,000 (Canadian). Twenty-three percent were over $60,000, and 29 percent were between $30,000 and $60,000. Ten percent would not state their income.

Half came from a household where the chief wage earner was a professional/executive/owner/manager. One-third were skilled labourers, and 1 in 10 was involved in a sales or clerical function.

## Summary

In terms of number of travellers, this region is equally dependent on United States and Canadian residents. Virtually all travellers are overnight visitors (one-quarter are from Quebec alone) and they contribute to nearly all of the expenditures in the region. This region receives 1.5 percent of all the travellers to Ontario, but manages to pull in 2.5 percent of their expenditures.

# DETAILED FINDINGS

# SECTION I
# TRIP CHARACTERISTICS

Table 2: Origin of Overnight Visitors(3)

| Origin | Destination: Region (1) # | Region (1) % | Province (2) # | Province (2) % |
|---|---|---|---|---|
| USA | 205 | 50.6 | 5,313 | 58.6 |
| Michigan | 55 | 13.7 | 1,321 | 14.5 |
| New York | 49 | 12.2 | 1,074 | 11.8 |
| Ohio | 20 | 4.9 | 533 | 5.9 |
| Pennsylvania | 20 | 4.9 | 476 | 5.2 |
| Illinois | 6 | 1.4 | 243 | 2.7 |
| Minnesota | 0 | 0.1 | 214 | 2.4 |
| Wisconsin | 5 | 1.4 | 132 | 1.5 |
| Indiana | 3 | 0.8 | 114 | 1.3 |
| Other USA | 47 | 11.6 | 1,206 | 13.3 |
| Canada | 189 | 46.7 | 3,391 | 37.2 |
| Maritimes | 19 | 4.8 | 487 | 5.3 |
| Québec | 95 | 23.4 | 1,827 | 20.1 |
| Manitoba | 17 | 4.3 | 523 | 5.7 |
| Saskatchewan | 3 | 0.8 | 84 | 0.9 |
| Alberta | 16 | 3.9 | 223 | 2.5 |
| British Columbia | 39 | 9.6 | 217 | 2.4 |
| Others | - | - | 30 | 0.3 |
| All Other Countries | 10 | 2.5 | 398 | 4.4 |
| United Kingdom | 3 | 0.7 | 106 | 1.2 |
| Total (Base) ('000): | 405 | 100.0 | 9,100 | 100.0 |
| | Person Visits | | Person Trips | |
| Average Party Size Per Trip: | 2.14 | | | |

(1) Based on Person Visits to the Region (Region in which an overnight visit was made -- note that in deriving the actual number of overnight visitors to a given travel Region, Person Visits were counted only once if there were overnight stops in more than one place within the given Region).

(2) Note that two measures of overnight travel are employed, namely Person Visits and Person Trips. The former gives an accurate count of visitation to any given Region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different Regions on the same trip. Therefore, the grand total of Person Trips/Person Visits for all Regions combined does not reflect a correct provincial total. Only the sum of same day and overnight person trips for all Regions combined can be used as the total for Ontario.

(3) Data on same day visitors unavailable due to small sample size.

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA

**Table 2: Length of Stay**

| Length of Stay | Destination | | | |
|---|---|---|---|---|
| | Region(1) | | Province(2) | |
| | # | % | # | % |
| Day visitors | 12 | 2.9 | 16,042 | 63.8 |
| Overnight visitors | 405 | 97.1 | 9,100 | 36.2 |
| Total Base ('000): | 417 | 100.0 | 25,142 | 100.0 |

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA

**Table 3: Seasonality By Length of Stay[1]**

| Season | Same Day(2) | | Overnight | |
|---|---|---|---|---|
| | # | % | # | % |
| Jan/Feb/Mar | 4 | 33.3 | 21 | 5.2 |
| Apr/May/June | 4 | 33.3 | 47 | 11.6 |
| July/Aug/Sept | 4 | 33.3 | 287 | 70.9 |
| Oct/Nov/Dec | - | - | 50 | 12.3 |
| Total (Base) ('000): | 12 Person Trips | 100.0 | 405 Person Visits | 100.0 |

(1) See Appendix Table I-B for Seasonality of Travel in Ontario in general.

(2) Caution: data on same day visitors based on small sample size.

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA

**Table 4: Purpose of Trip**

| | Destination | | | |
|---|---|---|---|---|
| | Region | | Province | |
| | # | % | # | % |
| Main Purpose | | | | |
| Visiting friends/relatives | 88 | 29.6 | 5,089 | 20.2 |
| Recreation/pleasure | 145 | 48.9 | 12,534 | 49.8 |
| Shopping | - | - | 2,741 | 10.9 |
| Personal business | 32 | 10.9 | 1,673 | 6.7 |
| Convention | 6 | 1.9 | 340 | 1.3 |
| Other business | 21 | 7.0 | 1,643 | 6.5 |
| No main purpose | 5 | 1.8 | 1,135 | 4.5 |
| | | 100.0 | | 100.0 |
| Other Purposes | | | | |
| Visiting friends/relatives | 75 | 25.4 | 695 | 2.8 |
| Recreation/pleasure | 49 | 16.5 | 1,804 | 7.2 |
| Shopping | 11 | 3.7 | 1,479 | 5.9 |
| Personal business | 3 | 0.9 | 341 | 1.4 |
| Convention | - | - | 60 | 0.2 |
| Other business | 5 | 1.8 | 1,029 | 4.1 |
| No other purposes | 166 | 56.0 | 20,079 | 79.8 |
| Base: Person Trips ('000) | 296 | 104.3 | 25,142 | 101.4 |

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA

**Table 5: Accommodation**

| | Destination | | | |
|---|---|---|---|---|
| | Region | | Province | |
| | # | % | # | % |
| Friends/relatives | 959 | 38.4 | 19,842 | 44.9 |
| Hotel/motor hotel | 58 | 2.3 | 7,156 | 16.2 |
| Motel | 74 | 3.0 | 3,551 | 8.0 |
| Resort lodge | 193 | 7.7 | 1,196 | 2.7 |
| Commercial cottage/cabin | 127 | 5.1 | 1,147 | 2.6 |
| Private cottage | 879 | 35.2 | 4,599 | 10.4 |
| Camping/trailer | 182 | 7.3 | 5,009 | 11.3 |
| Outfitter/outpost | - | - | 231 | 0.5 |
| Marina/unorganized anchorage | 3 | 0.1 | 72 | 0.2 |
| All other types | 23 | 0.9 | 1,082 | 2.5 |
| Total (Base): Person Nights ('000) | 2,498 | 100.0 | 44,165 | 100.0 |
| Average length of stay (nights) in accommodation | 6.17 (1) | | 4.85 (2) | |

(1) Based on Person Visits to the Region.

(2) Based on Person Trips to the Province.

**Table 6: Activities Participated in at Main Destination**

| | Destination | | | |
|---|---|---|---|---|
| | Region | | Province | |
| | # | % | # | % |
| General Activities | | | | |
| Outdoor/sporting activities | 200 | 67.4 | 4,846 | 19.3 |
| Sightseeing/touring | 139 | 46.8 | 9,694 | 38.5 |
| Shopping | 107 | 36.2 | 10,103 | 40.2 |
| Eating in a restaurant | 193 | 65.1 | 12,722 | 50.6 |
| Visiting friends/relatives | 162 | 54.8 | 5,786 | 23.0 |
| Specific Activities | | | | |
| Went on a boat/rail tour | 44 | 15.0 | 1,420 | 5.6 |
| Went to historical sites | 64 | 21.6 | 2,615 | 10.4 |
| Went to sporting events | 30 | 10.1 | 810 | 3.2 |
| Went to museum/galleries | 63 | 21.4 | 1,650 | 6.6 |
| Went to exhibitions/fairs/special events | 14 | 4.8 | 1,249 | 5.0 |
| Went to attractions/zoos/amusement parks | 31 | 10.6 | 2,484 | 9.9 |
| Went to live theatre/dance/music concerts | 9 | 3.0 | 675 | 2.7 |
| Business | | | | |
| Personal business | 54 | 18.2 | 2,837 | 11.3 |
| Business/conventions | 12 | 4.2 | 1,423 | 5.7 |
| Other | | | | |
| Other activities | 21 | 7.1 | 2,303 | 9.2 |
| None of these/not stated | 1 | 0.2 | 577 | 2.3 |
| TOTAL(1) | 1,144 | 386.5 | 61,194 | 243.5 |
| Base: Person Trips ('000) | 296 | | 25,142 | |
| Average number of activities per Person Trip: | 3.87 | | 2.43 | |

(1) Totals add to more than bases and corresponding percentages to more than 100 percent as Person Trips can be associated with multiple activities.

Table 7: Ontario Tourism Advertising

| | Destination | |
|---|---|---|
| | Region (1) | Province (2) |
| Recall Ontario Vacation Travel Advertising in Past Six Months | % | % |
| No | 39.5 | 40.1 |
| Yes | 60.5 | 59.9 |
| Where Advertising Seen | (100%) | (100%) |
| Brochure | 6.5 | 10.7 |
| Magazine Advertisement | 30.8 | 22.4 |
| Newspaper Advertisement | 34.1 | 41.1 |
| Newspaper Supplement | 14.6 | 6.8 |
| Radio | 19.6 | 27.6 |
| Television | 67.0 | 78.4 |
| Billboard | 2.3 | 7.0 |
| Travel Agency | 8.9 | 7.4 |
| Ontario Travel Centre | 8.9 | 3.0 |
| Other | 14.1 | 5.0 |
| Influence of Advertising | | |
| Prompted Me To Find Out More About Ontario To A: | | |
| Large degree | 14.4 | 13.2 |
| Small degree | 19.4 | 26.3 |
| Not at all | 66.2 | 60.2 |
| Don't know/not stated | - | 0.3 |
| Influenced My Decision To Travel To Ontario To A: | | |
| Large degree | 8.4 | 11.9 |
| Small degree | 22.9 | 20.3 |
| Not at all | 68.7 | 67.5 |
| Don't know/not stated | - | 0.3 |
| Helped Me Decide Which Places or Attractions To Visit To A: | | |
| Large Degree | 9.3 | 13.4 |
| Small degree | 26.0 | 19.5 |
| Not at all | 64.7 | 66.8 |
| Don't know/not stated | - | 0.3 |
| Base ('000): | 179 | 15,064 |

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

# SECTION II
# TRIP EXPENDITURES

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA

**Table 1: Expenditure By Origin Region**[1]

| Origin | Destination: Region $ | Region % | Province $ | Province % |
|---|---|---|---|---|
| Total[2] ('000): | 55,522 | 100.0 | 2,223,876 | 100.0 |
| USA | 24,087 | 43.4 | 1,302,604 | 58.5 |
| Michigan | 6,387 | 11.5 | 320,384 | 14.4 |
| New York | 6,244 | 11.2 | 300,753 | 13.5 |
| Ohio | 1,689 | 3.0 | 116,250 | 5.2 |
| Pennsylvania | 1,717 | 3.1 | 96,531 | 4.3 |
| Illinois | 1,016 | 1.8 | 57,969 | 2.6 |
| Minnesota | 57 | 0.1 | 37,106 | 1.7 |
| Wisconsin | 1,514 | 2.7 | 25,526 | 1.1 |
| Indiana | 187 | 0.3 | 28,775 | 1.3 |
| Other USA | 5,276 | 9.5 | 319,310 | 14.4 |
| Canada | 20,729 | 37.3 | 694,301 | 31.2 |
| Maritimes | 4,704 | 8.5 | 117,922 | 5.3 |
| Québec | 7,716 | 13.9 | 259,853 | 11.7 |
| Manitoba | 1,844 | 3.3 | 107,683 | 4.8 |
| Saskatchewan | 36 | 0.1 | 33,589 | 1.5 |
| Alberta | 2,070 | 3.7 | 97,292 | 4.4 |
| British Columbia | 4,359 | 7.9 | 66,348 | 3.0 |
| Others | - | - | 11,614 | 0.5 |
| All Other Countries | 10,702 | 19.3 | 226,982 | 10.2 |
| United Kingdom | 807 | 1.5 | 50,641 | 2.3 |

(1) Based on Households with any expenditure, in current dollars.

(2) Note that total expenditure **excludes** those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official **total** expenditure by American and other country visitors in Ontario is provided by Statistics Canada. Total spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA

**Table 2: Average Expenditure By Origin and Destination Region (Current$)**[1]

| Average Expenditure Per Traveller Per Trip (2) | | | |
|---|---|---|---|
| Origin of Travellers to Region[3] | | Destination Region | |
| USA | $106.59 | TAR 1:Southwestern Ontario | $37.32 |
| | | TAR 2:Niagara and Midwestern Ontario | 38.58 |
| | | TAR 3:Grey-Bruce-Huronia-Muskoka | 128.81 |
| | | TAR 4:Metropolitan Toronto | 203.74 |
| | | TAR 5:Central Ontario | 94.46 |
| | | TAR 6:Eastern Ontario | 51.30 |
| | | TAR 7-12:Northern Ontario | 109.39 |
| | | TROR 1:Southwest Ontario | 40.28 |
| | | TROR 2:Central Ontario | 101.13 |
| | | TROR 3:Eastern Ontario | 55.35 |
| | | TROR 4:Northeast Ontario | 91.74 |
| | | TROR 5:Northwest Ontario | 104.56 |
| Regional Average | $128.81 | | |

(1) The method used to calculate the average expenditure was as follows: a traveller (denominator) was counted in each and every Region of the province that was visited at all during the trip (without any duplications) -- the expenditure (numerator) was allocated to a given Region according to a prescribed set of rules (see Technical Appendix).

(2) Any length of stay.

(3) Average expenditure is only shown for those origin groupings, where the calculation of said average expenditure is based on a sample size of over 100 households.

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA

Table 3: Itemized Expenditure (Current $)

| Item | Expenditures In: Region $ | Region % | Province $ | Province % |
|---|---|---|---|---|
| Total ('000): | 55,522 | 100.0 | 2,223,876 | 100.0 |
| Public transportation(1) | 286 | 0.5 | 162,259 | 7.3 |
| Automobile expenses | 9,283 | 16.7 | 274,594 | 12.3 |
| Local transportation | 656 | 1.2 | 51,272 | 2.3 |
| Accommodation | 14,153 | 25.5 | 552,160 | 24.8 |
| Food and beverage | 16,728 | 30.1 | 582,938 | 26.2 |
| Recreation | 4,505 | 8.1 | 228,267 | 10.3 |
| Other | 9,911 | 17.9 | 372,387 | 16.7 |
| Prepaid | 4,533 | 8.2 | 196,200 | 8.8 |
| Non-prepaid | 50,988 | 91.8 | 2,027,680 | 91.2 |

(1) Air, train, bus, ship expenditure on Canadian carriers only by United States and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA

**Table 4: Average and Total Expenditure (Current $) By Length of Stay**

| | Expenditures In: | |
|---|---|---|
| | Region | Province |
| | $ | $ |
| Average Expenditure Per Person Per Trip[1] | | |
| Total | 128.81 | 88.45 |
| • Same day visitor | 415.42* | 24.04 |
| • Overnight visitor | 115.78 | 201.98 |
| Total Expenditures ('000): | | |
| Total | 55,552 | 2,223,876 |
| • Same day visitors | 7,732 | 385,710 |
| • Overnight visitors | 47,789 | 1,838,062 |

(1) Based on individual's spending in province.

* Caution: data unreliable due to small sample size.

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA

**Table 5: Average and Total Expenditure (Current $) By Main Purpose of Trip**

| | Expenditures In: | |
|---|---|---|
| | Region | Province |
| | $ | $ |
| **Average Expenditure Per Person Per Trip**[1] | | |
| Total | 128.81 | 88.45 |
| • Visiting friends/relatives | 95.19 | 87.73 |
| • Recreation/pleasure | 138.21 | 75.23 |
| • Shopping | - | 35.96 |
| • Personal business | 89.38 | 91.76 |
| • Convention | 309.86 | 314.32 |
| • Other business | 243.46 | 267.12 |
| • No main purpose | 153.11 | 32.23 |
| **Total Expenditures ('000)** | | |
| Total | 55,522 | 2,223,876 |
| • Visiting friends/relatives | 14,142 | 446,473 |
| • Recreation/pleasure | 27,903 | 942,987 |
| • Shopping | - | 98,573 |
| • Personal business | 3,177 | 153,516 |
| • Convention | 1,900 | 106,869 |
| • Other business | 7,396 | 438,883 |
| • No main purpose | 1,002 | 36,584 |

(1) Based on individual's spending in province.

# SECTION III
# SOCIO-ECONOMIC CHARACTERISTICS

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA

**Table 1: Age and Income of Visitors**

| | Region | |
|---|---|---|
| | Same Day(1) | Overnight |
| | % | % |
| Age | | |
| Under 15 | 8.8 | 23.4 |
| 15 - 19 years | - | 5.0 |
| 20 - 24 | 5.4 | 3.1 |
| 25 - 34 | 50.6 | 15.2 |
| 35 - 44 | - | 23.4 |
| 45 - 54 | - | 7.5 |
| 55 - 64 | 11.2 | 11.4 |
| 65+ | 24.0 | 10.6 |
| Not stated | - | 0.5 |
| Base ('000): | 12 Person Trips | 405 Person Visits |
| Household Income ($Cdn) | | |
| Less than $12,000 | 5.4 | 12.6 |
| $12,000 - $17,999 | 17.8 | 1.2 |
| $18,000 - $23,999 | 6.2 | 18.0 |
| $24,000 - $29,999 | - | 6.7 |
| $30,000 - $39,999 | 33.6 | 11.0 |
| $40,000 - $49,999 | - | 10.9 |
| $50,000 - $59,999 | - | 7.0 |
| $60,000+ | 36.9 | 22.9 |
| Refused/not stated | - | 9.7 |
| Base ('000): | 12 Person Trips | 405 Person Visits |

(1) Caution: data on same day visitors based on small sample size.

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA

**Table 2: Occupation and Education of Visitors**

| | Region | |
|---|---|---|
| | Same Day(1) | Overnight |
| | % | % |
| Occupation (Chief Wage Earner) | | |
| Professional/executive/owner/manager | 43.4 | 50.6 |
| Skilled labour | 17.6 | 31.4 |
| Sales/clerical | - | 10.3 |
| Unskilled labour | 33.6 | 2.5 |
| Farmer | - | 0.4 |
| Retired/pensioned | - | 2.0 |
| Student/unemployed/homemaker | 5.4 | 1.5 |
| Not stated | - | 1.3 |
| Base ('000): | 12 Person Trips | 405 Person Visits |
| Education(2) | | |
| Elementary | - | 8.4 |
| High school | 50.0 | 34.6 |
| Post high school (non-university) | 3.4 | 16.4 |
| University | 46.5 | 39.3 |
| Other | - | - |
| Not stated | - | 1.3 |
| Base ('000): | 11 Person Trips | 310 Person Visits |

(1) Caution: data on same day visitors based on small sample size.

(2) Among those aged 15 and over.

# SECTION IV
# TRIP CHARACTERISTICS
# U.S. ORIGIN, HIGHWAY MODE

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA
## (U.S. ORIGIN, HIGHWAY MODE)

Table 2A: Origin of Overnight Visitors(3)

| Origin | Destination | | | |
|---|---|---|---|---|
| | Region (1) | | Province (2) | |
| | # | % | # | % |
| USA | 192 | 100.0 | 4,773 | 100.0 |
| Michigan | 54 | 28.3 | 1,289 | 27.0 |
| New York | 49 | 25.3 | 997 | 20.9 |
| Ohio | 19 | 10.1 | 487 | 10.2 |
| Pennsylvania | 20 | 10.3 | 431 | 9.0 |
| Illinois | 4 | 2.2 | 220 | 4.6 |
| Minnesota | - | - | 203 | 4.3 |
| Wisconsin | 5 | 2.7 | 120 | 2.5 |
| Indiana | 3 | 1.4 | 107 | 2.2 |
| Other USA | 38 | 19.8 | 918 | 19.2 |
| Total (Base) ('000): | 192 | 100.0 | 4,773 | 100.0 |
| | Person Visits | | Person Trips | |
| Average Party Size Per Trip: | 2.13 | | | |

(1) Based on Person Visits to the Region (Region in which an overnight visit was made -- note that in deriving the actual number of overnight visitors to a given travel Region, Person Visits were counted only once if there were overnight stops in more than one place within the given Region).

(2) Note that two measures of overnight travel are employed, namely Person Visits and Person Trips. The former gives an accurate count of visitation to any given Region within the province, whereas the latter, which is on a main destination basis, is not precise as it does not reflect visitation which may have been made to different Regions on the same trip. Therefore, the grand total of Person Trips/Person Visits for all Regions combined does not reflect a correct provincial total. Only the sum of same day and overnight person trips for all Regions combined can be used as the total for Ontario.

(3) Data on same day visitors unavailable due to small sample size.

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA
## (U.S. ORIGIN, HIGHWAY MODE)

**Table 2A: Length of Stay**

| Length of Stay | Destination | | | |
|---|---|---|---|---|
| | Region(1) | | Province(2) | |
| | # | % | # | % |
| Day visitors | 10 | 5.0 | 13,073 | 73.3 |
| Overnight visitors | 192 | 95.0 | 4,773 | 26.7 |
| Total (Base) ('000): | 202 | 100.0 | 17,846 | 100.0 |

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Based on Person Trips to the Province by same day and overnight visitors.

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA
## (U.S. ORIGIN, HIGHWAY MODE)

**Table 3A: Seasonality By Length of Stay[1]**

| Season | Same Day(2) | | Overnight | |
|---|---|---|---|---|
| | # | % | # | % |
| Jan/Feb/Mar | 4 | 40 | 8 | 4.2 |
| Apr/May/June | 4 | 40 | 30 | 15.6 |
| July/Aug/Sept | 2 | 20 | 142 | 74.0 |
| Oct/Nov/Dec | - | - | 12 | 6.3 |
| Total (Base) ('000): | 10 Person Trips | 100.0 | 192 Person Visits | 100.0 |

(1) See Appendix Table I-B for Seasonality of Travel in Ontario in general.

(2) Data unreliable due to small sample size.

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA
## (U.S. ORIGIN, HIGHWAY MODE)

**Table 4A: Purpose of Trip**

| | Destination | | | |
|---|---|---|---|---|
| | Region | | Province | |
| | # | % | # | % |
| Main Purpose | | | | |
| Visiting friends/relatives | 45 | 31.6 | 2,588 | 14.5 |
| Recreation/pleasure | 86 | 61.0 | 10,877 | 60.9 |
| Shopping | - | - | 1,686 | 9.4 |
| Personal business | 4 | 2.7 | 1,090 | 6.1 |
| Convention | - | - | 129 | 0.7 |
| Other business | 2 | 1.1 | 608 | 3.4 |
| No main purpose | 5 | 3.7 | 878 | 4.9 |
| | | 100.0 | | 100.0 |
| Other Purposes | | | | |
| Visiting friends/relatives | 7 | 5.3 | 336 | 1.9 |
| Recreation/pleasure | 24 | 17.1 | 963 | 5.4 |
| Shopping | 1 | 0.5 | 965 | 5.4 |
| Personal business | 2 | 1.2 | 183 | 1.0 |
| Convention | - | - | 41 | 0.2 |
| Other business | 4 | 2.6 | 820 | 4.6 |
| No other purposes | 105 | 74.2 | 14,675 | 82.2 |
| Base: Person Trips ('000) | 142 | 100.9 | 17,846 | 100.7 |

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA
## (U.S. ORIGIN, HIGHWAY MODE)

**Table 5A: Accommodation**

| | Destination | | | |
|---|---|---|---|---|
| | Region | | Province | |
| | # | % | # | % |
| Friends/relatives | 259 | 27.9 | 3,866 | 23.6 |
| Hotel/motor hotel | 23 | 2.5 | 3,159 | 19.2 |
| Motel | 57 | 6.1 | 2,223 | 13.5 |
| Resort lodge | 152 | 16.4 | 1,042 | 6.3 |
| Commercial cottage/cabin | 39 | 4.2 | 775 | 4.7 |
| Private cottage | 341 | 36.8 | 2,916 | 17.8 |
| Camping/trailer | 52 | 5.6 | 2,028 | 12.4 |
| Outfitter/outpost | - | - | 220 | 1.3 |
| Marina/unorganized anchorage | 3 | 0.3 | 67 | 0.4 |
| All other types | - | - | 90 | 0.5 |
| Total (Base): Person Nights ('000) | 926 | 100.0 | 16,413 | 100.0 |
| Average length of stay (nights) in accommodation | 4.82 (1) | | 3.44 (2) | |

(1) Based on Person Visits to the Region.

(2) Based on Person Trips to the Province.

TAR 3: GREY-BRUCE-HURONIA-MUSKOKA

(U.S. ORIGIN, HIGHWAY MODE)

**Table 6A: Activities Participated in at Main Destination**

| | Destination | | | |
|---|---|---|---|---|
| | Region | | Province | |
| | # | % | # | % |
| General Activities | | | | |
| Outdoor/sporting activities | 97 | 68.6 | 3,414 | 19.1 |
| Sightseeing/touring | 63 | 44.6 | 7,467 | 41.8 |
| Shopping | 63 | 44.7 | 6,481 | 36.3 |
| Eating in a restaurant | 86 | 60.8 | 9,414 | 52.7 |
| Visiting friends/relatives | 55 | 38.6 | 2,743 | 15.4 |
| Specific Activities | | | | |
| Went on a boat/rail tour | 33 | 23.6 | 978 | 5.5 |
| Went to historical sites | 10 | 6.8 | 1,674 | 9.4 |
| Went to sporting events | 21 | 14.9 | 461 | 2.6 |
| Went to museum/galleries | 9 | 6.5 | 1,054 | 5.9 |
| Went to exhibitions/fairs/special events | 2 | 1.5 | 713 | 4.0 |
| Went to attractions/zoos/amusement parks | 13 | 8.8 | 1,680 | 9.4 |
| Went to live theatre/dance/music concerts | 3 | 1.9 | 397 | 2.2 |
| Business | | | | |
| Personal business | 8 | 5.4 | 1,669 | 9.3 |
| Business/conventions | - | - | 332 | 1.9 |
| Other | | | | |
| Other activities | 18 | 12.5 | 1,588 | 8.9 |
| None of these/not stated | 1 | 0.5 | 328 | 1.8 |
| TOTAL(1) | 482 | 339.7 | 40,393 | 226.2 |
| Base: Person Trips ('000) | 142 | | 17,846 | |
| Average number of activities per Person Trip: | 3.39 | | 2.26 | |

(1) Totals add to more than bases and corresponding percentages to more than 100 percent as Person Trips can be associated with multiple activities.

TAR 3: GREY-BRUCE-HURONIA-MUSKOKA
(U.S ORIGIN, HIGHWAY MODE)

Table 7A: Ontario Tourism Advertising

| | Destination | |
|---|---|---|
| | Region (1)(2) | Province (3) |
| Recall Ontario Vacation Travel Advertising in Past Six Months | % | % |
| No | 15.6 | 32.5 |
| Yes | 84.4 | 67.5 |
| Where Advertising Seen | (100%) | (100%) |
| Brochure | 7.2 | 10.5 |
| Magazine Advertisement | 32.7 | 20.5 |
| Newspaper Advertisement | 31.8 | 43.9 |
| Newspaper Supplement | 20.0 | 7.5 |
| Radio | 27.4 | 28.5 |
| Television | 82.9 | 81.4 |
| Billboard | 2.4 | 6.3 |
| Travel Agency | 9.5 | 6.2 |
| Ontario Travel Centre | 4.9 | 2.9 |
| Other | 9.8 | 5.2 |
| Influence of Advertising | | |
| Prompted Me To Find Out More About Ontario To A: | | |
| Large degree | 13.3 | 13.7 |
| Small degree | 23.1 | 25.4 |
| Not at all | 63.6 | 60.7 |
| Don't know/not stated | - | 0.2 |
| Influenced My Decision To Travel To Ontario To A: | | |
| Large degree | 12.7 | 13.0 |
| Small degree | 20.0 | 20.8 |
| Not at all | 67.3 | 66.0 |
| Don't know/not stated | - | 0.2 |
| Helped Me Decide Which Places or Attractions To Visit To A: | | |
| Large Degree | 13.7 | 14.4 |
| Small degree | 21.3 | 19.1 |
| Not at all | 65.0 | 66.2 |
| Don't know/not stated | - | 0.2 |
| Base ('000): | 119 | 12,046 |

(1) Based on Person Trips to the Region by same day visitors and Person Visits to the Region by overnight visitors.

(2) Caution: regional data based on small sample size.

(3) Based on Person Trips to the Province by same day and overnight visitors.

# SECTION V
# TRIP EXPENDITURES
# U.S. ORIGIN, HIGHWAY MODE

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA
## (U.S. ORIGIN, HIGHWAY MODE)

**Table 1A: Expenditure By Origin Region**(1)

| Origin | Destination | | | |
|---|---|---|---|---|
| | Region | | Province | |
| | $ | % | $ | % |
| USA(2) | 22,090 | 100.0 | 1,053,598 | 100.0 |
| Michigan | 6,110 | 27.7 | 310,322 | 29.5 |
| New York | 5,922 | 26.8 | 265,192 | 25.2 |
| Ohio | 1,636 | 7.4 | 92,408 | 8.8 |
| Pennsylvania | 1,717 | 7.8 | 82,310 | 7.8 |
| Illinois | 913 | 4.1 | 51,071 | 4.8 |
| Minnesota | - | - | 30,002 | 2.8 |
| Wisconsin | 1,462 | 6.6 | 20,071 | 1.9 |
| Indiana | 154 | 0.7 | 26,001 | 2.5 |
| Other USA | 4,177 | 18.9 | 176,219 | 16.7 |

(1) Based on Households with any expenditure, in current dollars.

(2) Note that total expenditure **excludes** those made by visitors leaving the province by bus, boat and other miscellaneous modes of transportation. Official **total** expenditure by American and other country visitors in Ontario is provided by Statistics Canada. Total spending by residents of other Canadian provinces in Ontario is derived from the Canadian Travel Survey conducted by Tourism Canada.

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA
## (U.S. ORIGIN, HIGHWAY MODE)

**Table 2A: Average Expenditure By Origin and Destination Region (Current$)**[1]

| Origin of Travellers to Region[3] | Average Expenditure Per Traveller Per Trip (2) | Destination Region | |
|---|---|---|---|
| USA | $104.07 | TAR 1:Southwestern Ontario | $33.35 |
| | | TAR 2:Niagara and Midwestern Ontario | 29.22 |
| | | TAR 3:Grey-Bruce-Huronia-Muskoka | 104.07 |
| | | TAR 4:Metropolitan Toronto | 128.38 |
| | | TAR 5:Central Ontario | 101.33 |
| | | TAR 6:Eastern Ontario | 63.32 |
| | | TAR 7-12:Northern Ontario | 116.76 |
| | | TROR 1:Southwest Ontario | 34.25 |
| | | TROR 2:Central Ontario | 51.53 |
| | | TROR 3:Eastern Ontario | 70.50 |
| | | TROR 4:Northeast Ontario | 85.74 |
| | | TROR 5:Northwest Ontario | 156.01 |
| Regional Average | $104.07 | | |

(1) The method used to calculate the average expenditure was as follows: a traveller (denominator) was counted in each and every Region of the province that was visited at all during the trip (without any duplications) -- the expenditure (numerator) was allocated to a given Region according to a prescribed set of rules (see Technical Appendix).

(2) Any length of stay.

(3) Average expenditure is only shown for those origin groupings, where the calculation of said average expediture is based on a sample size of over 100 households.

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA
## (U.S. ORIGIN, HIGHWAY MODE)

**Table 3A: Itemized Expenditure (Current $)**

| Item | Expenditures In: Region $ | Region % | Province $ | Province % |
|---|---|---|---|---|
| Total ('000): | 22,090 | 100.0 | 1,053,598 | 100.0 |
| Public transportation(1) | - | - | 19,256 | 1.8 |
| Automobile expenses | 3,074 | 13.9 | 128,089 | 12.2 |
| Local transportation | 195 | 0.9 | 7,116 | 0.7 |
| Accommodation | 5,975 | 27.0 | 262,080 | 24.9 |
| Food and beverage | 8,224 | 37.2 | 311,826 | 29.6 |
| Recreation | 2,285 | 10.3 | 148,125 | 14.1 |
| Other | 2,336 | 10.6 | 177,100 | 16.8 |
| Prepaid | 1,922 | 8.7 | 50,406 | 4.8 |
| Non-prepaid | 20,168 | 91.3 | 1,003,192 | 95.2 |

(1) Air, train, bus, ship expenditure on Canadian carriers only by United States and other country visitors -- fares paid to Canadian carriers by residents of other Canadian provinces were accrued to province of origin of trip.

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA
## (U.S. ORIGIN, HIGHWAY MODE)

**Table 4A: Average and Total Expenditure (Current $) By Length of Stay**

| | Expenditures In: | |
|---|---|---|
| | Region | Province |
| | $ | $ |
| Average Expenditure Per Person Per Trip[1] | | |
| Total | 104.07 | 59.04 |
| • Same day visitor | 73.08* | 24.31 |
| • Overnight visitor | 106.66 | 154.12 |
| Total Expenditures ('000) | | |
| Total | 22,090 | 1,053,598 |
| • Same day visitors | 1,198 | 317,862 |
| • Overnight visitors | 20,892 | 735,624 |

(1) Based on individual's spending in province.

* Caution: data unreliable due to small sample size.

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA
## (U.S. ORIGIN, HIGHWAY MODE)

**Table 5A: Average and Total Expenditure (Current $) By Main Purpose of Trip**

| | Expenditures In: | |
|---|---|---|
| | Region | Province |
| | $ | $ |
| **Average Expenditure Per Person Per Trip**[1] | | |
| Total | 104.07 | 59.04 |
| • Visiting friends/relatives | 75.40 | 42.73 |
| • Recreation/pleasure | 118.73 | 66.37 |
| • Shopping | - | 43.06 |
| • Personal business | 119.45 | 32.76 |
| • Convention | - | 137.76 |
| • Other business | 7.81 | 114.83 |
| • No main purpose | 153.11 | 28.72 |
| **Total Expenditures ('000)** | | |
| Total | 22,090 | 1,053,598 |
| • Visiting friends/relatives | 5,133 | 110,596 |
| • Recreation/pleasure | 15,492 | 721,883 |
| • Shopping | - | 72,601 |
| • Personal business | 450 | 35,707 |
| • Convention | - | 17,771 |
| • Other business | 13 | 69,819 |
| • No main purpose | 1,002 | 25,220 |

(1) Based on individual's spending in province.

# SECTION VI
# SOCIO-ECONOMIC CHARACTERISTICS
# U.S. ORIGIN, HIGHWAY MODE

## TAR 3: GREY-BRUCE-HURONIA-MUSKOKA
## (U.S. ORIGIN, HIGHWAY MODE)

**Table 1A: Age and Income of Visitors**

| | Region | |
|---|---|---|
| | Same Day(1) | Overnight |
| | % | % |
| Under 15 | 10.7 | 16.6 |
| 15 - 19 years | - | 4.9 |
| 20 - 24 | 6.6 | 2.4 |
| 25 - 34 | 61.5 | 12.2 |
| 35 - 44 | - | 19.6 |
| 45 - 54 | - | 10.8 |
| 55 - 64 | 13.6 | 16.5 |
| 65+ | 7.6 | 16.8 |
| Not stated | - | 0.3 |
| Base ('000): | 10 Person Trips | 192 Person Visits |
| Household Income ($Cdn) | | |
| Less than $12,000 | 6.6 | 8.1 |
| $12,000 - $17,999 | - | 1.2 |
| $18,000 - $23,999 | 7.6 | 4.0 |
| $24,000 - $29,999 | - | 10.5 |
| $30,000 - $39,999 | 40.9 | 9.0 |
| $40,000 - $49,999 | - | 15.9 |
| $50,000 - $59,999 | - | - |
| $60,000+ | 44.9 | 37.9 |
| Refused/not stated | - | 13.3 |
| Base ('000): | 10 Person Trips | 192 Person Visits |

(1) Caution: data on same day visitors based on small sample size.

TAR 3: GREY-BRUCE-HURONIA-MUSKOKA
(U.S. ORIGIN, HIGHWAY MODE)

**Table 2A: Occupation and Education of Visitors**

| | Region | |
|---|---|---|
| | Same Day(1) | Overnight |
| | % | % |
| Occupation (Chief Wage Earner) | | |
| Professional/executive/owner/manager | 31.1 | 47.8 |
| Skilled labour | 21.4 | 29.6 |
| Sales/clerical | - | 12.1 |
| Unskilled labour | 40.9 | 4.4 |
| Farmer | - | 0.8 |
| Retired/pensioned | - | 1.4 |
| Student/unemployed/homemaker | 6.6 | 2.3 |
| Not stated | - | 1.6 |
| Base ('000): | 10 Person Trips | 192 Person Visits |
| Education (2) | | |
| Elementary | - | 4.2 |
| High school | 50.0 | 41.8 |
| Post high school (non-university) | 4.2 | 12.9 |
| University | 45.7 | 39.2 |
| Other | - | - |
| Not stated | - | 1.9 |
| Base ('000): | 9 Person Trips | 160 Person Visits |

(1) Caution: data on same day visitors based on small sample size.

(2) Among those aged 15 and over.

# APPENDIX I

## STUDY DESIGN SUMMARY

# STUDY DESIGN SUMMARY

## 1. Background

The 1985 Ontario Exit Survey was commissioned by the Province of Ontario to provide up-to-date information on non-resident visitors to the province.

The study complements the Ontario Travel Survey, a survey of Ontario resident travel, conducted in 1982 and updated in 1985.

## 2. Objectives

The 1985 Ontario Exit Survey was designed to meet the following broad objectives:

- to measure the volume and value of tourism to the province and to its tourist regions;
- to obtain detailed information regarding trip and traveller characteristics;
- to measure visitor awareness of Ontario destination advertising.

The information will be of assistance for the preparation of both marketing and development programs in the Ontario travel industry, in addition to general economic planning.

## 3. Design Summary

### (a) Study Method

The study involved interviewing non-resident visitors as they left the province at:

- provincial and international highway exits;
- airports on out-of-province flights, both scheduled and charter;
- trains leaving the province.

Excluded from the study were those leaving the province by bus or boat.

### (b) Time Frame

The study was conducted for a full twelve months, from January 19th, 1985, through to February 25th, 1986.

Specific locations of interviews and dates are included in the Technical Report.

**(c) Interviewing Procedure**

Non-resident visitors were interviewed at exit points and surveyed in person by trained interviewers.

Highway surveying was carried out at U.S. border crossings, major provincial border locations, and at Ottawa bridges. The survey firm, Traveldata International, worked closely with the Ministry of Transportation and Communication in designing safe and effective inter-provincial highway interviewing procedures.

Airport interviewing was carried out in the departure lounges of outbound flights, train interviews onboard trains leaving the province.

The procedures are described in full detail in Section C of the Technical Report.

Copies of the questionnaires are appended to this report for reference.

**(d) Sample Design**

The sample is, technically, a multi-stage stratified probability sample. The different stages or levels of sampling ensure a representative sample. A systematic sampling procedure ensured a spread of stints over the full 12 months. At each stage, quotas were established for each of several alternatives, or systematic sampling was employed so that the final sample included:

- each quarter of the year properly covered;

- all types of non-commercial vehicles, both chartered and scheduled aircraft, and a representative sampling of trains;
- a spread of different ports within each mode;
- both weekdays and weekends;
- different times of day;
- a spread of dates within each season;
- a random sample of eligible exiting visitors.

In fact, two separate samples were drawn, each replicating the other. This permitted determination of the reliability or accuracy of the data.

The procedures used at each stage of sampling were carefully controlled and rigorously followed. The results were subsequently computer weighted to reflect the probabilities of selection and to generate visitor projections.

Sampling was carried out during daylight hours at highway locations. To account for nighttime traffic, a special observation and counting procedure was set up to estimate the number of non-resident visitors leaving the province during hours of darkness.

(e) **Interview Completions**

The following number of personal interviews were completed:

- Quarter One: 1,164 interviews
- Quarter Two: 3,904 interviews
- Quarter Three: 4,154 interviews
- Quarter Four: 1,368 interviews
- TOTAL: 10,590 interviews.

**Results**

The findings of the study are presented in the following volumes:

A. Analysis:
- Volume I -- Ontario
- Volume II -- TAR 1: Southwestern Ontario
- Volume III -- TAR 2: Niagara and Midwestern Ontario
- Volume IV -- TAR 3: Grey Bruce-Huronia-Muskoka
- Volume V -- TAR 4: Metropolitan Toronto
- Volume VI -- TAR 5: Central Ontario
- Volume VII -- TAR 6: Eastern Ontario
- Volume VIII -- TAR 7-12: Northern Ontario
- Volume IX -- TROR 1: Southwestern Ontario
- Volume X -- TROR 2: Central Ontario

Volume XI -- TROR 3: Eastern Ontario
Volume XII -- TROR 4: Northeastern Ontario
Volume XIII -- TROR 5: Northwestern Ontario
Volume XIV -- Technical Report
Volume XV -- Detailed Tables

# APPENDIX II

# TABLES

TABLE I-A

**Same Day and Overnight Travel By Destination Region**

| Destination | Same Day | | Overnight | | Total | |
|---|---|---|---|---|---|---|
| | # | % | # | % | # | % |
| TAR 1:Southwestern Ontario | 5,389 | 33.6 | 1,296 | 11.8 | 6,685 | 24.7 |
| 2:Niagara/Midwestern Ontario | 5,874 | 36.6 | 1,938 | 17.6 | 7,812 | 28.9 |
| 3:Grey-Bruce-Huroria-Muskoka | 12 | 0.1 | 405 | 3.7 | 417 | 1.5 |
| 4:Metropolitan T ronto | 520 | 3.2 | 2,994 | 27.2 | 3,514 | 13.0 |
| 5:Central Ontario | 24 | 0.1 | 537 | 4.9 | 561 | 2.1 |
| 6:Eastern Ontario | 3,442 | 21.5 | 1,992 | 18.1 | 5,434 | 20.1 |
| 7:Almaguin-Nippising | - | - | 134 | 1.2 | 134 | 0.5 |
| 8:Rainbow Country | 1 | * | 290 | 2.6 | 291 | 1.1 |
| 9:Algoma-Kinniwabi | 537 | 3.3 | 372 | 3.4 | 909 | 3.4 |
| 10:Cochrane-Timiskaming | 4 | * | 87 | 0.8 | 91 | 0.3 |
| 11:North of Superior | 25 | 0.2 | 329 | 3.0 | 354 | 1.3 |
| 12:Northwestern Ontario | 185 | 1.2 | 620 | 5.6 | 805 | 3.0 |
| Total (Base) ('000): | 16,042 Person Trips | 100.0 | 10,994 Person Visits | 100.0 | 27,036 | 100.0 |
| 7-12:Northern Ontario(1) | 753 | 4.7 | 1,297 | 14.3 | 2,050 | 9.5 |
| TRORl:Southern Ontario | 5,412 | 33.7 | 1,537 | 14.8 | 6,949 | 26.3 |
| 2:Central Ontario | 6,405 | 39.9 | 4,957 | 47.6 | 11,362 | 43.0 |
| 3:Eastern Ontario | 3,443 | 21.5 | 2,260 | 21.7 | 5,703 | 21.6 |
| 4:Northeastern Ontario | 542 | 3.4 | 766 | 7.4 | 1,308 | 4.9 |
| 5:Northwestern Ontario | 211 | 1.3 | 896 | 8.6 | 1,107 | 4.2 |
| Total (Base) ('000): | 16,042 Person Trips | 100.0 | 10,416 Person Visits | 100.0 | 26,458 | 100.0 |

* Less than .05 percent.

(1) Based on Person Trips to the Region by same day visitors and Person Trips to the Region by overnight visitors.

TABLE I-B

**Seasonality of Travel In Ontario By Length of Stay**

| Season | Same Day | | Overnight | |
|---|---|---|---|---|
| | # | % | # | % |
| Jan/Feb/Mar | 2,738 | 17.1 | 1,162 | 11.2 |
| Apr/May/June | 4,088 | 25.5 | 2,328 | 22.4 |
| July/Aug/Sept | 6,182 | 38.5 | 5,324 | 51.1 |
| Oct/Nov/Dec | 3,035 | 18.9 | 1,603 | 15.4 |
| Total (Base) Person Trips ('000): | 16,042 Person Trips | 100.0 | 10,416 Person Visits | 100.0 |

TABLE I-C

**Total Expenditure In Ontario By Origin and Destination Region (Current$)**

| Origin | Destination | | | | | | |
|---|---|---|---|---|---|---|---|
| | TAR 1 South-Western Ontario | TAR 2 Niagara/ Midwest Ontario | TAR 3 Grey-Bruce -Huronia -Muskoka | TAR 4 Metro Toronto | TAR 5 Central Ontario | TAR 6 Eastern Ontario | TAR 7-12 Northern Ontario |
| USA | 267,165 | 271,192 | 24,087 | 386,799 | 25,477 | 141,685 | 183,955 |
| Michigan | 174,603 | 30,570 | 6,387 | 61,926 | 3,879 | 3,360 | 39,083 |
| New York | 24,120 | 111,532 | 6,244 | 82,861 | 5,007 | 63,706 | 6,851 |
| Ohio | 14,508 | 31,389 | 1,689 | 38,063 | 6,269 | 6,796 | 17,514 |
| Pennsylvania | 1,236 | 32,121 | 1,717 | 37,255 | 4,200 | 12,784 | 6,859 |
| Illinois | 9,457 | 8,683 | 1,016 | 13,007 | 303 | 2,500 | 22,738 |
| Minnesota | 908 | 518 | 57 | 6,437 | - | 356 | 28,827 |
| Wisconsin | 2,331 | 5,291 | 1,514 | 5,096 | 95 | 739 | 10,441 |
| Indiana | 3,311 | 5,797 | 187 | 5,661 | 410 | 1,275 | 12,053 |
| Other USA | 36,691 | 45,291 | 5,276 | 136,493 | 5,314 | 50,169 | 39,589 |
| Canada | 32,600 | 63,963 | 20,729 | 281,104 | 26,538 | 190,657 | 73,592 |
| Maritimes | 6,843 | 8,222 | 4,704 | 45,194 | 4,608 | 38,169 | 8,632 |
| Québec | 8,483 | 19,592 | 7,716 | 101,636 | 13,577 | 94,867 | 12,686 |
| Manitoba | 4,422 | 16,974 | 1,844 | 42,136 | 2,671 | 10,177 | 28,542 |
| Saskatchewan | 2,366 | 2,781 | 36 | 8,500 | 1,219 | 12,872 | 5,298 |
| Alberta | 7,420 | 6,048 | 2,070 | 48,997 | 2,560 | 18,787 | 10,856 |
| British Columbia | 3,066 | 9,522 | 4,359 | 32,184 | 1,776 | 9,972 | 5,186 |
| Others | - | 824 | - | 2,457 | 127 | 5,813 | 2,392 |
| All Other Countries | 3,938 | 30,835 | 10,702 | 149,918 | 4,138 | 22,327 | 3,113 |
| United Kingdom | 1,206 | 4,008 | 807 | 37,636 | 634 | 5,009 | 1,341 |
| TOTAL | 303,704 | 365,990 | 55,522 | 817,821 | 56,156 | 354,673 | 260,661 |
| % | 13.7 | 16.5 | 2.5 | 36.8 | 2.5 | 15.9 | 11.7 |

TABLE I-C (Continued)

Total Expenditure In Ontario By Origin and Destination Region (Current$)

| Origin | Destination | | | | | | |
|---|---|---|---|---|---|---|---|
| | TROR 1 South-west Ontario | TROR 2 Central Ontario | TROR 3 Eastern Ontario | TROR 4 North-west Ontario | TROR 5 North-east Ontario | TOTAL | PERCENT OF TOTAL |
| USA | 280,867 | 678,528 | 160,299 | 93,613 | 87,057 | 1,302,604 | 58.6 |
| Michigan | 177,326 | 98,862 | 5,090 | 35,348 | 3,183 | 320,384 | 14.4 |
| New York | 25,002 | 201,494 | 67,266 | 6,278 | 283 | 300,753 | 13.5 |
| Ohio | 15,620 | 70,730 | 12,537 | 16,269 | 1,073 | 116,250 | 5.2 |
| Pennsylvania | 2,362 | 71,570 | 16,530 | 5,353 | 357 | 96,531 | 4.3 |
| Illinois | 10,226 | 21,983 | 2,756 | 6,226 | 16,512 | 57,969 | 2.6 |
| Minnesota | 1,366 | 6,554 | 356 | 908 | 27,919 | 37,106 | 1.7 |
| Wisconsin | 3,377 | 10,948 | 741 | 1,707 | 8,734 | 25,526 | 1.1 |
| Indiana | 3,718 | 11,601 | 1,604 | 8,417 | 3,355 | 28,775 | 1.3 |
| Other USA | 41,870 | 184,786 | 53,419 | 13,107 | 25,641 | 319,310 | 14.4 |
| Canada | 46,959 | 365,253 | 204,871 | 32,878 | 39,227 | 694,301 | 31.2 |
| Maritimes | 11,736 | 56,084 | 39,920 | 4,291 | 4,341 | 117,922 | 5.3 |
| Québec | 10,503 | 134,451 | 102,404 | 9,443 | 1,757 | 259,853 | 11.7 |
| Manitoba | 5,881 | 61,290 | 11,054 | 2,837 | 25,705 | 107,683 | 4.8 |
| Saskatchewan | 3,920 | 10,080 | 13,776 | 2,543 | 2,754 | 33,589 | 1.5 |
| Alberta | 7,954 | 57,171 | 20,757 | 6,902 | 3,954 | 97,292 | 4.4 |
| British Columbia | 6,940 | 42,921 | 11,019 | 4,470 | 716 | 66,348 | 3.0 |
| Others | 25 | 3,256 | 5,941 | 2,392 | - | 11,614 | 0.5 |
| All Other Countries | 7,281 | 191,061 | 23,883 | 1,104 | 1,642 | 226,982 | 10.2 |
| United Kingdom | 2,669 | 41,454 | 5,178 | 560 | 781 | 50,641 | 2.3 |
| TOTAL | 335,107 | 1,234,838 | 389,055 | 127,595 | 127,928 | 2,223,876 | |
| % | 15.1 | 55.5 | 17.5 | 5.7 | 5.8 | 100.0 | 100.0 |

TABLE I-D

**Age and Income of Visitors To Ontario**

| | Province | |
|---|---|---|
| | Same Day | Overnight |
| | % | % |
| Age | | |
| Under 15 | 13.8 | 13.4 |
| 15 - 19 years | 4.9 | 4.8 |
| 20 - 24 | 8.6 | 6.7 |
| 25 - 34 | 22.1 | 17.6 |
| 35 - 44 | 17.2 | 19.8 |
| 45 - 54 | 12.4 | 14.1 |
| 55 - 64 | 11.2 | 14.2 |
| 65+ | 9.4 | 8.3 |
| Not stated | 0.5 | 1.0 |
| Base ('000): | 16,042 Person Trips | 10,992 Person Visits |
| Household Income ($CDN) | | |
| Less than $12,000 | 6.5 | 5.7 |
| $12,000 - $17,999 | 1.9 | 2.6 |
| $18,000 - $23,999 | 9.2 | 6.8 |
| $24,000 - $29,999 | 10.5 | 8.1 |
| $30,000 - $39,999 | 13.6 | 13.1 |
| $40,000 - $49,999 | 18.3 | 17.8 |
| $50,000 - $59,999 | 3.2 | 5.6 |
| $60,000+ | 24.4 | 28.7 |
| Refused/not stated | 12.5 | 11.5 |
| Base ('000): | 16,042 Person Trips | 10,992 Person Visits |

## TABLE I-E

**Occupation and Education of Visitors To Ontario**

| | Province | |
|---|---|---|
| | Same Day | Overnight |
| | % | % |
| Occupation (Chief Wage Earner) | | |
| Professional/executive/owner/manager | 33.4 | 41.0 |
| Skilled labour | 29.2 | 26.8 |
| Sales/clerical | 19.4 | 19.0 |
| Unskilled labour | 8.0 | 5.3 |
| Farmer | 0.2 | 1.0 |
| Retired/pensioned | 0.9 | 2.3 |
| Student/unemployed/homemaker | 3.8 | 1.9 |
| Not stated | 5.2 | 2.7 |
| Base ('000): | 16,042 Person Trips | 10,992 Person Visits |
| Education (1) | | |
| Elementary | 3.6 | 4.8 |
| High school | 40.2 | 35.3 |
| Post high school (non-university) | 16.4 | 18.3 |
| University | 38.9 | 40.0 |
| Other | 0.2 | 0.1 |
| Not stated | 0.7 | 1.3 |
| Base ('000): | 13,838 Person Trips | 9,536 Person Visits |

(1) Among those aged 15 and over.

# APPENDIX III
# DEFINITIONS

## A. MEASUREMENT OF HOUSEHOLD TRAVEL

### 1. Visitor

Any person visiting the Province of Ontario and whose permanent place of residence lies outside the province. Excluded were individuals travelling for the following purposes:

- commuting to school or work;
- an operator or crew member of commercial carriers, including trucks;
- for sales calls or deliveries;
- moving to a new residence.

If an individual re-entered the province several times on one trip away from home, that individual was eligible for interview only at the last exit from the province. The study, then, is a survey of **visitors** rather than **visits.**

### 2. Travel Party

Defined as comprising all those persons travelling together and participating in the same activities. In many cases, travel parties consist of members from more than one household.

3. **Household Party**

Defined as members of the same household travelling together. This is the basic unit of analysis for the survey.

4. **Household Trip**

A trip involving one person or a group of persons from the same household. For example, if four persons from one household travel together, it counts as one household trip. If they all belong to different households, it counts as four household trips.

5. **Person Trip**

A trip taken by one person, either singly or in a group. If four persons go on a trip together, it counts as four person trips.

6. **Person Night**

A night spent by a person on a trip. For example, if two persons take a trip involving three nights away from home, there is a count of six person nights.

7. **Person Visit***

A person trip which is counted more than once if there is an overnight stop in more than one area of the province. For example, if two persons stop overnight in one area and then stop in another area, there is a count of four person visits.

* During the survey, two methods were used to ascertain the destination of each trip. The respondent was asked his/her main destination (or place furthest from home) on each trip. This approach, although simplest, does not enable an accurate measurement of the actual number of people visiting each region. For example, a visitor might give Ottawa as his main destination when, en route, he also stayed overnight in Metro Toronto and Belleville. Thus, in order to estimate the number of visitors to each region more accurately, respondents were also asked to name every place where they had stayed overnight.

## B. EXPENDITURE TYPES

### 1. Automobile

Expenditure on gas/oil/maintenance during trip or prior (when part of prepaid package), and also pertains to trucks, campers and other recrea- tional vehicles such as boats, snowmobiles, etc. Included also are rental costs for autos or other motor vehicles.

### 2. Public Transportation

Expenditure on fares paid to Canadian carriers only, either during trip or prior (when part of prepaid package), for any destination.

### 3. Accommodation

Expenditure made in regards to commercial accommodation rooms/units, either during or prior (when part of prepaid package).

### 4. Food/Beverage

Expenditure on food either during trip or prior (when part of prepaid package), and on beverages, and includes food and/or beverage portion of accommodation bill.

5. **Recreation**

Expenditure made either during trip or prior (when part of prepaid package) on user fees, admissions and rental fees, and pertains to such items as recreational facilities, sporting events, amusement parks, attractions, night clubs, theatres, cultural activities, fish and game licences, rental of boats, snowmobiles, equipment, etc.

6. **Local Transportation**

Expenditure on transportation within the local area of any of the places stopped at during the trip. Such expenses include taxi, bus, subway, etc.

7. **Other**

Expenditure on all other items, such as clothing, art, appliances, furnishings, souvenirs and other miscellaneous purchases made during the trip.

## SECTION C: ACTIVITY CATEGORIES

### 1. Engaged in Outdoor/Sporting Activity

Went golfing, swimming, hiking, taking walks, etc.

### 2. Engaged in Sightseeing/Touring

Travelling on "scenic routes", to see special views, along back roads, just going for a ride, etc.

### 3. Engaged in Personal Business

Visited doctor, lawyer, dentist, banking, attended funeral, wedding, etc.

### 4. Engaged in Business/Conventions

Bought, sold, inspected, consulted, visited associates, serviced customers (do not include sales route activities), attended conferences, group meetings, training courses, seminars (at least 10 people), etc.

### 5. Went Shopping

Included shopping for food, furniture, etc. One need not have purchased anything. Window shopping or browsing was considered shopping also.

6. **Went to a Restaurant to Eat**

7. **Went on Boat/Rail Tours**

8. **Went to Historical Sites**

Parliament buildings, forts, etc.

9. **Attended Sporting Events**

Golf tournament, professional ball game, etc.

10. **Attended Museums/Galleries**

11. **Attended Exhibitions/Fairs/Special Events**

Flower shows, carnivals, etc.

12. **Attended Attractions/Zoo/Amusement Parks**

CN Tower, Botanical Gardens, etc.

13. **Attended Live Theater/Dance/Music Concerts**

Does not include movies in this category.

14. Visited With Friends/Relatives

15. Other Activities

Any other activities were included here.

SECTION D: ACCOMMODATION CATEGORIES

1. **Stay with Friends/Relatives**

Staying overnight with friends or relatives either at their home or cottage.

2. **Hotels/Motor Hotels**

Included commercial establishments where one enters one's room from a central hallway. Tourist Homes were also included.

3. **Motels**

Commercial establishments where one enters one's room directly from outside the establishment.

4. **Resort Lodges**

Commercial establishments outside large urban areas which provide centralized eating facilities and recreation within the grounds.

5. **Commercial Cottages/Cabins**

Commercial establishments with most units arranged either singly or in pairs under one roof. No centralized eating facilities or recreation facilities are offered.

**6. Private Cottage (For Own Use), Camp, Chalet, Condominium**

Owned, rented or borrowed for one's own use.

**7. Camping/Trailer Parks**

Establishments providing for public use: sites for tents, tent trailers, etc. Residential trailer parks are not included.

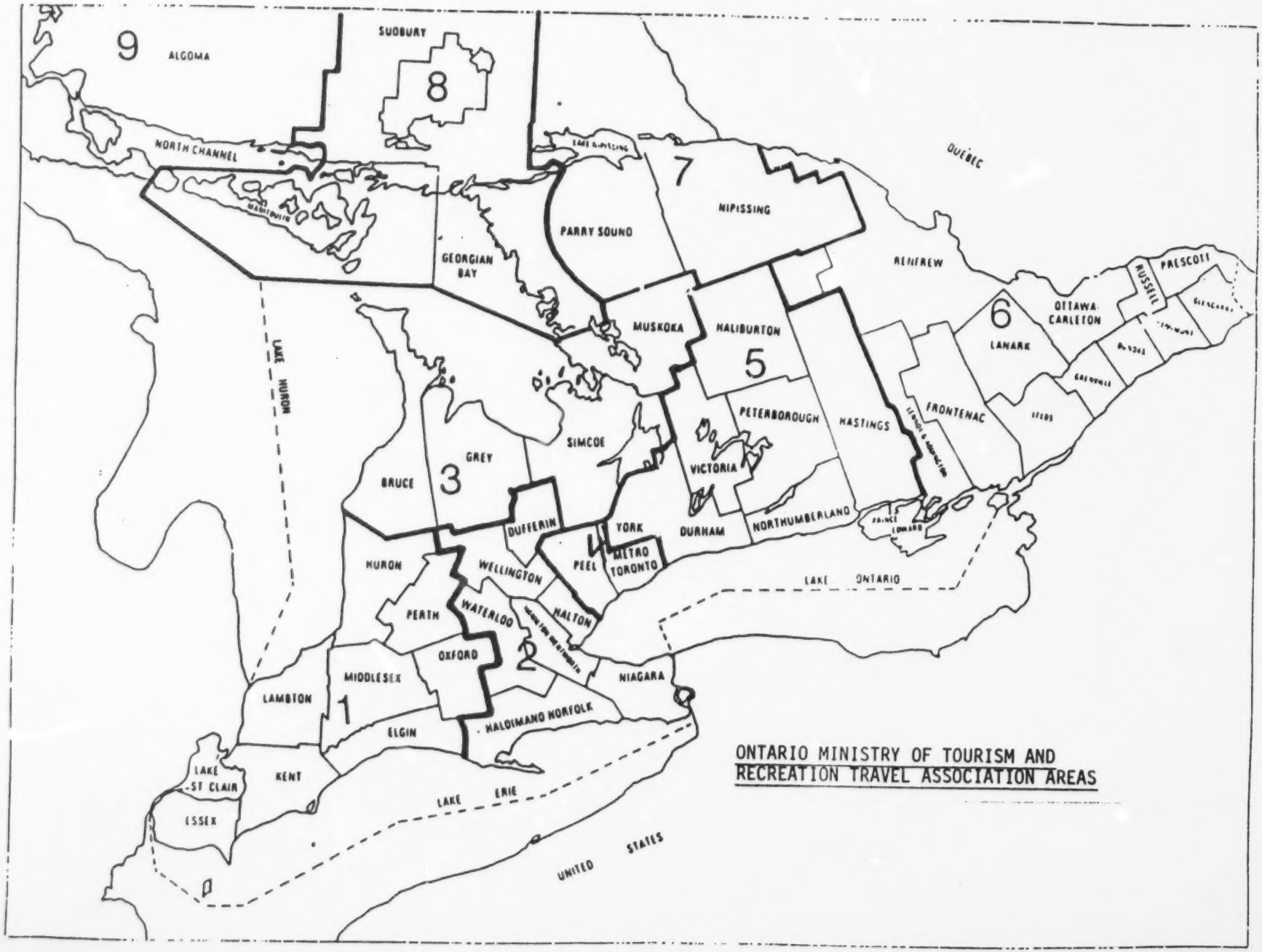
**8. Outfitter/Outpost**

Commercial establishments which cater to hunting and/or fishing in surrounding locations.

**9. Marina/Unorganized Anchorage**

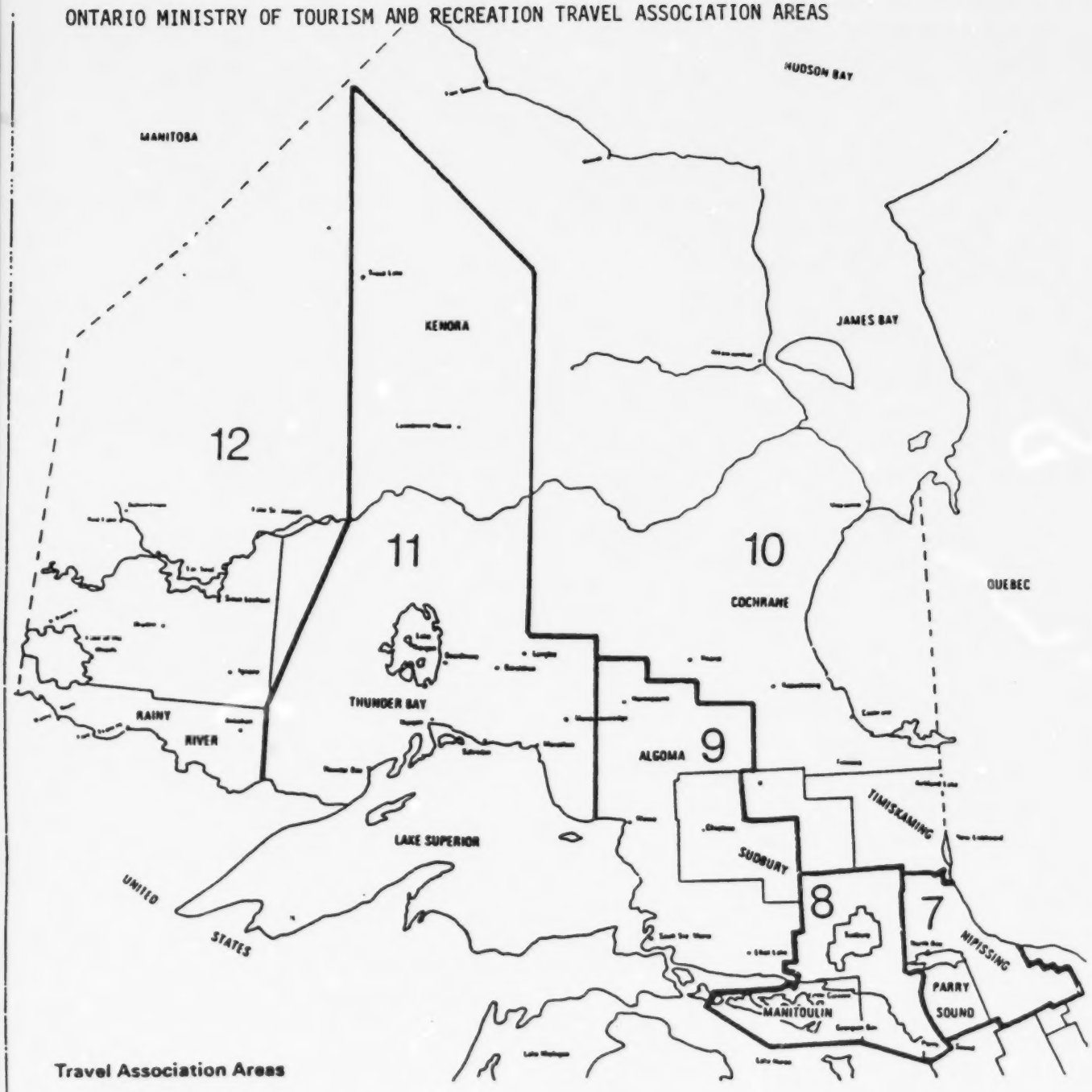
Mooring or docking facilities with or without related services.

# APPENDIX IV
# MAPS



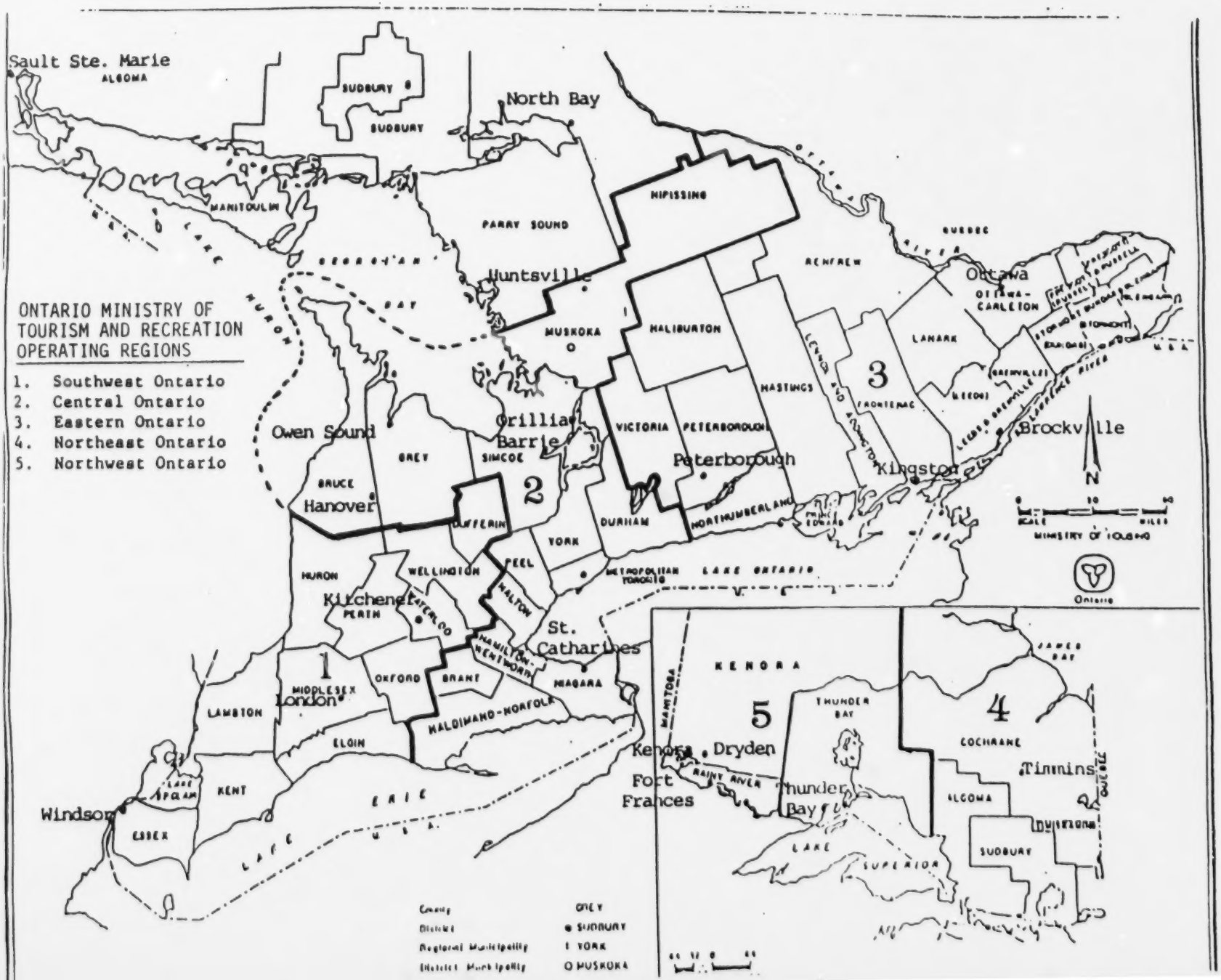

ONTARIO MINISTRY OF TOURISM AND
RECREATION TRAVEL ASSOCIATION AREAS

ONTARIO MINISTRY OF TOURISM AND RECREATION TRAVEL ASSOCIATION AREAS




**Travel Association Areas**

1. Southwestern Ontario
2. Niagara & Mid-Western Ontario
3. Grey/Bruce-Huronia Muskoka
4. Metropolitan Toronto
5. Central Ontario
6. Eastern Ontario
7. Almaguin Nipissing
8. Rainbow Country
9. Algoma Kinniwabi
10. Cochrane Timiskaming
11. North of Superior
12. ~~Northwest~~ Ontario


ONTARIO MINISTRY OF TOURISM AND RECREATION OPERATING REGIONS
1. Southwest Ontario
2. Central Ontario
3. Eastern Ontario
4. Northeast Ontario
5. Northwest Ontario
Sault Ste. Marie
ALGOMA
SUDBURY
North Bay
MANITOULIN
PARRY SOUND
NIPISSING
RENFREW
Huntsville
MUSKOKA
HALIBURTON
Ottawa
OTTAWA-CARLETON
LANARK
FRONTENAC
HASTINGS
LENNOX AND ADDINGTON
Brockville
Owen Sound
GREY
BRUCE
Hanover
SIMCOE
Orillia
Barrie
2
VICTORIA
PETERBOROUGH
Peterborough
Kingston
DUFFERIN
YORK
DURHAM
NORTHUMBERLAND
PRINCE EDWARD
HURON
WELLINGTON
PEEL
HALTON
METROPOLITAN TORONTO
LAKE ONTARIO
Kitchener
PERTH
WATERLOO
St. Catharines
HAMILTON-WENTWORTH
1
MIDDLESEX
London
OXFORD
BRANT
NIAGARA
LAMBTON
HALDIMAND-NORFOLK
ELGIN
KENT
LAKE ST. CLAIR
ESSEX
Windsor
LAKE ERIE
KENORA
5
Kenora
Dryden
Fort Frances
RAINY RIVER
THUNDER BAY
Thunder Bay
4
COCHRANE
Timmins
ALGOMA
SUDBURY
LAKE SUPERIOR
JAMES BAY
MANITOBA
ONTARIO
QUEBEC
OTTAWA RIVER
GEORGIAN BAY
LAKE HURON
LAKE ERIE
U.S.A.
CITY
SUDBURY
YORK
MUSKOKA

# APPENDIX V

## SCREENERS, TALLY SHEETS, QUESTIONNAIRES

TRAVELDATA INTERNATIONAL

Study No. T1118-84
March 27, 1985

SPRING/SUMMER HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____ Time: From: _____

To: _____

| | Day | | Day |
|---|---|---|---|
| April | _____ | July | _____ |
| May | _____ | August | _____ |
| June | _____ | September | _____ |

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes --- CONTINUE

No --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

X Not sure

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

| Overnight --- TALLY AND GO TO MAIN QUESTIONNAIRE. |
|---|
| |

NOTE: IF NOT BUSY DUE TO LOW TRAFFIC, RECRUIT MORE DAY VISITORS AND CONTINUE TO CIRCLE BELOW.

| Day Visitor --- CIRCLE WHETHER OR NOT RECRUITED BELOW | |
|---|---|
| At | Recruit |
| Highway 17 West, Rainy River, Fort Frances, Pigeon River, Sault Ste Marie, Lansdowne, 417 East, 401 East | Every Day Visitor |
| Sarnia, Sombra, Walpole Is., Windsor, Ambassador, Queenston, Point Alexandria | Every 2nd Day Visitor |
| Fort Erie, Rainbow | Every 3rd Day Visitor |
| Port Lambton, Prescott | Every 4th Day Visitor |
| Windsor Tunnel, Whirlpool Cornwall, Ottawa | Every 5th Day Visitor |

| Vehicle | Day Visitor Recruited Yes | No | Vehicle | Day Visitor Recruited Yes | No | Vehicle | Day Visitor Recruited Yes | No |
|---|---|---|---|---|---|---|---|---|
| 1. | Y | N | 21. | Y | N | 41. | Y | N |
| 2. | Y | N | 22. | Y | N | 42. | Y | N |
| 3. | Y | N | 23. | Y | N | 43. | Y | N |
| 4. | Y | N | 24. | Y | N | 44. | Y | N |
| 5. | Y | N | 25. | Y | N | 45. | Y | N |
| 6. | Y | N | 26. | Y | N | 46. | Y | N |
| 7. | Y | N | 27. | Y | N | 47. | Y | N |
| 8. | Y | N | 28. | Y | N | 48. | Y | N |
| 9. | Y | N | 29. | Y | N | 49. | Y | N |
| 10. | Y | N | 30. | Y | N | 50. | Y | N |
| 11. | Y | N | 31. | Y | N | 51. | Y | N |
| 12. | Y | N | 32. | Y | N | 52. | Y | N |
| 13. | Y | N | 33. | Y | N | 53. | Y | N |
| 14. | Y | N | 34. | Y | N | 54. | Y | N |
| 15. | Y | N | 35. | Y | N | 55. | Y | N |
| 16. | Y | N | 36. | Y | N | 56. | Y | N |
| 17. | Y | N | 37. | Y | N | 57. | Y | N |
| 18. | Y | N | 38. | Y | N | 58. | Y | N |
| 19. | Y | N | 39. | Y | N | 59. | Y | N |
| 20. | Y | N | 40. | Y | N | 60. | Y | N |

STINT SUMMARY

| | | | |
|---|---|---|---|
| TOTAL VEHICLES TALLIED | - Q.1 | _____ | A |
| TOTAL VEHICLES TALLIED | - Q.2 | _____ | B |
| TOTAL VEHICLES TALLIED | - Q.3 | _____ | C |
| TOTAL OVERNIGHT VISITORS STOPPED | - Q.4 | _____ | D |
| TOTAL DAY VISITORS STOPPED | - Q.4 | _____ | E |
| TOTAL DAY VISITORS RECRUITED | - Q.4 | _____ | F |

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 16, 1985

WINTER HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____ Time: From: _____

To: _____

| | Day | | Day |
|---|---|---|---|
| January | _____ | October | _____ |
| February | _____ | November | _____ |
| March | _____ | December | _____ |

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes → CONTINUE

No → TALLY VEHICLE. DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any → TALLY VEHICLE. DISCONTINUE INTERVIEW.

No → CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes → TALLY VEHICLE. DISCONTINUE INTERVIEW.

(X) No / Not sure → CONTINUE

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

Overnight ⟶ GO TO MAIN QUESTIONNAIRE.

Day Visitor ⟶ CIRCLE WHETHER OR NOT RECRUITED BELOW

| At | Recruit |
|---|---|
| Highway 17 West, Lansdowne, 417 East, 401 East | Every Day Visitor |
| Sault Ste. Marie, Queenston | Every 3rd Day Visitor |
| Sarnia | Every 4th Day Visitor |
| Windsor, Fort Erie Rainbow, Cornwall, Ottawa | Every 5th Day Visitor |

| Vehicle | Day Visitor Recruited Yes | No | Vehicle | Day Visitor Recruited Yes | No | Vehicle | Day Visitor Recruited Yes | No |
|---|---|---|---|---|---|---|---|---|
| 1. | Y | N | 31. | Y | N | 61. | Y | N |
| 2. | Y | N | 32. | Y | N | 62. | Y | N |
| 3. | Y | N | 33. | Y | N | 63. | Y | N |
| 4. | Y | N | 34. | Y | N | 64. | Y | N |
| 5. | Y | N | 35. | Y | N | 65. | Y | N |
| 6. | Y | N | 36. | Y | N | 66. | Y | N |
| 7. | Y | N | 37. | Y | N | 67. | Y | N |
| 8. | Y | N | 38. | Y | N | 68. | Y | N |
| 9. | Y | N | 39. | Y | N | 69. | Y | N |
| 10. | Y | N | 40. | Y | N | 70. | Y | N |
| 11. | Y | N | 41. | Y | N | 71. | Y | N |
| 12. | Y | N | 42. | Y | N | 72. | Y | N |
| 13. | Y | N | 43. | Y | N | 73. | Y | N |
| 14. | Y | N | 44. | Y | N | 74. | Y | N |
| 15. | Y | N | 45. | Y | N | 75. | Y | N |
| 16. | Y | N | 46. | Y | N | 76. | Y | N |
| 17. | Y | N | 47. | Y | N | 77. | Y | N |
| 18. | Y | N | 48. | Y | N | 78. | Y | N |
| 19. | Y | N | 49. | Y | N | 79. | Y | N |
| 20. | Y | N | 50. | Y | N | 80. | Y | N |
| 21. | Y | N | 51. | Y | N | 81. | Y | N |
| 22. | Y | N | 52. | Y | N | 82. | Y | N |
| 23. | Y | N | 53. | Y | N | 83. | Y | N |
| 24. | Y | N | 54. | Y | N | 84. | Y | N |
| 25. | Y | N | 55. | Y | N | 85. | Y | N |
| 26. | Y | N | 56. | Y | N | 86. | Y | N |
| 27. | Y | N | 57. | Y | N | 87. | Y | N |
| 28. | Y | N | 58. | Y | N | 88. | Y | N |
| 29. | Y | N | 59. | Y | N | 89. | Y | N |
| 30. | Y | N | 60. | Y | N | 90. | Y | N |

STINT SUMMARY

TOTAL VEHICLES TALLIED - Q.1 _____

TOTAL VEHICLES TALLIED - Q.2 _____

TOTAL VEHICLES TALLIED - Q.3 _____

TOTAL DAY VISITORS STOPPED - Q.4 _____

TOTAL DAY VISITORS RECRUITED - Q.4 _____

TRAVELDATA INTERNATIONAL

STUDY NO. T1118-84
August 16, 1985

SPECIAL FLAG PERSON SCREENER

FOR REFUSALS ONLY

USE ONLY AT FORT FRANCES/INTERNATIONAL FALLS

Location: Fort Frances

Time: From: _____

To: _____

Month: _____

Day: _____

(Be sure to start a new page for every hour)

INSTRUCTIONS - USE THIS SCREENER ONLY IF:

- Vehicle is private, non-Ontario, and
- Driver refuses to pull over to interviewing station.

ASK, OR USE BEST JUDGEMENT

(Q.1 NOT ASKED)

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

NO ... GO TO Q.4

Yes to any - TALLY VEHICLE

(Q.3 NOT ASKED)

4. Did you stay overnight or longer on this trip?

YES .... Overnight - TALLY VEHICLE

NO .... Day Visitor (and or local resident of International Falls Area) - TALLY VEHICLE

5. IF CANNOT ESTIMATE WHICH OF THE 3 ABOVE GROUPS REFUSED VEHICLE BELONGS IN, TALLY HERE.

DON'T KNOW

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 24, 1985

# HOURLY VEHICLE TALLY SHEET
## 1985 ONTARIO EXIT SURVEY

Station: _____ Date: _____

Time started: _____

Time finished: _____

USE A SEPARATE SHEET FOR EACH HOUR OR PART THEREOF

| Non-commercial vehicles (includes cars, campers, private vans, motorcycles, etc.) | RECORD EACH VEHICLE | TOTAL |
|---|---|---|
| Ontario plates | | |
| Non-Ontario plates | | |
| Unidentifiable plates | | |

| Commercial Vehicles | | |
|---|---|---|
| Trucks, vans | | |
| Inter-city buses | | |
| Local buses | | |
| Taxis | | |
| Police, fire, courier, ambulance, government, diplomat [NOTE: if any doubt, count as non-commercial] | | |

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 24, 1985

NIGHT OBSERVATION
HOURLY VEHICLE TALLY SHEET
1985 ONTARIO EXIT SURVEY

Station: _____ Date: _____

Time started: _____

Time finished: _____

USE A SEPARATE SHEET FOR EACH HOUR OR PART THEREOF

| Non-commercial vehicles (includes cars, campers, private vans, motorcycles, etc.) | RECORD EACH VEHICLE | TOTAL |
|---|---|---|
| Ontario plates | | |
| Non-Ontario plates | | |
| Unidentifiable plates | | |

| Commercial Vehicles | | |
|---|---|---|
| Trucks, vans | | |
| Inter-city buses | | |
| Local buses | | |
| Taxis | | |
| Police, fire, courier, ambulance, government, diplomat [NOTE: if any doubt, count as non-commercial] | | |

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 16, 1985

# 1985 ONTARIO EXIT SURVEY

| | | | | | |
|---|---|---|---|---|---|
| Location _____ | | Highway Mode | | Other Mode | |
| Date _____ _____ | | Car | 01 | Regular airline | 10 |
| (Day) (Month) | | Station wagon | 02 | Chartered airline | 11 |
| Starting hour of interviews | | Truck | 03 | Regular bus | 12 |
| (e.g. 9-9:59 am, 10-10:59 am) | | Truck camper | 04 | Chartered bus | 13 |
| am | | Van | 05 | Train | 14 |
| _____ pm | | Motor home | 06 | Passenger ferry | 15 |
| Air | | Tent trailer | 07 | Private boat | 16 |
| Carrier: _____ | | Travel trailer | 08 | Other | 17 |
| Flight No.: _____ | | Motorcycles | 09 | | |
| IF "NOT SURE" ABOUT RETURNING TO ONTARIO FROM SCREENER | | X , CIRCLE → 1 | | | |

1. First, where is your regular place of residence?

_____ (NEAREST CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY)

2. Now, how many people are there in your immediate travel party? That is, how many people including yourself are travelling together?

[1 SKIP TO Q.4-b)] 2+ (SPECIFY) _____

3. How many different households are represented in this party?

_____ households

| | |
|---|---|
| HIGHWAY PROCEDURE | IF ONLY ONE HOUSEHOLD SKIP TO Q.4-b). IF TWO OR MORE ASK:<br>Who is the head of each of your households here either male or female?<br>(ASK HEADS) To help in selecting someone to interview, whose birthday comes next? What month would that be?<br>_____ (MONTH)<br>INTERVIEW SELECTED HOUSEHOLD HEAD - GO TO Q.4-a) |
| AIRPORT PROCEDURE | (ASK:) I'd like to speak to the male or female head of your household here, please. (INTERVIEW) |

4-a) (IF TWO OR MORE HOUSEHOLDS IN Q.3 ASK:) Including yourself, how many members of your household are travelling together on this trip?

_____ persons

-b) (ASK EVERYONE) Including yourself, how many of these persons in your household are: (READ)

Age 15 or older? _____
Age 7 - 14? _____
Age 6 or under? _____

5. Thinking about your entire trip, please tell me your main destination away from home? (IF MORE THAN ONE, ENTER NAME OF PLACE FARTHEST FROM HOME.)

_____ (NEAREST CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY)

6. (DO NOT ASK AT AIRPORTS) Is (MAIN DESTINATION IN Q.5) over or under 50 miles away from home?

50 miles+ 1 Under 50 miles 2

7. (IF "ONTARIO" DESTINATION IN Q.5, RE-WRITE BELOW. OTHERWISE ASK:) What was your main destination within Ontario? (IF MORE THAN ONE, ENTER NAME OF PLACE FARTHEST FROM HOME.)

_____ Passing through, no main destination 1
(NEAREST CITY/TOWN)

8-a) Where did you first enter Ontario on this trip?

_____
(SPECIFY EXACT HIGHWAY/TERMINAL/STATION/DEPOT/PORT)

-b) (IF RESIDENT OF COUNTRY OTHER THAN CANADA OR U.S. ASK:) Before entering Ontario did you stop at all in or visit: (READ)

| | Yes | No |
|---|---|---|
| The United States? | Y | N |
| Any other Canadian province? | Y | N |

9. How many nights in total is your trip away from home?

_____ nights
None--day trip [00 SKIP TO Q.12]

10. How many nights were spent in Ontario?

_____ nights
None--day trip [00 SKIP TO Q.12]

11-a) Thinking of your (NIGHTS IN Q.10) nights in Ontario, in which city or town did you first stay over night and how many nights did you stay there at that time? (RECORD BELOW.) And following that where did you stay and for how many nights? (RECORD NEAREST CITY/TOWN UNTIL ALL NIGHTS ACCOUNTED FOR)

-b) (HAND GREEN CARD) Please look at the green card and tell me in what type of accommodation you mainly stayed in (READ FIRST OVERNIGHT STOP). Just read the number on the card. (REPEAT FOR EACH STOP)

| Nearest Town/City | Nights | Accommodation |
|---|---|---|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| TOTAL NIGHTS | | |

[BE SURE ALL NIGHTS IN Q.11 ADD TO TOTAL IN Q.10.]

Code List
1. Friends/relatives 2. Hotels/motor hotels 3. Motels 4. Resort lodges
5. Commercial cottages/cabins 6. Private cottage 7. Camping/trailer
8. Outfitter/outpost 9. Marina/unorganized anchorage

12-a) Could you please look at the blue card and tell me what was your main purpose for visiting Ontario.

-b) What are the other purposes of this trip, if any? (PROBE) Any others?

| | Main Purpose (Circle One Only) | Other Purposes |
|---|---|---|
| Visiting friends or relatives | 1 | 1 |
| Recreation/pleasure | 2 | 2 |
| Shopping | 3 | 3 |
| Personal business | 4 | 4 |
| Convention | 5 | 5 |
| Other business | 6 | 6 |
| NONE | 7 | |

13. (IF ONTARIO DESTINATION IN Q.7 ASK) Please look at the yellow card and tell me which of these activities, if any, you (or any household member with you) engaged in specifically while in or around (DESTINATION IN Q.7). Just read me the numbers on the card.(PROBE) Any others?

(IF PASSING THROUGH ONLY" IN Q.7 ASK) Please look at the yellow card and tell me which of these activities, if any, you (or any household members with you) engaged in while passing through the province. Just read me the number on the card. (PROBE) Any others?

Engaged in ...

1. Outdoor/sporting activity ..... 01
2. Sightseeing/Touring ..... 02
3. Personal business ..... 03
4. Business/conventions ..... 04

Went ...

5. Shopping ..... 05
6. To a restaurant to eat ..... 06
7. On boat/rail tours ..... 07
8. To historical sites ..... 08

Attended ...

9. Sporting events ..... 09
10. Museums/galleries ..... 10
11. Exhibitions/fairs/special events .. 11
12. Attractions/zoos/amusement parks .. 12
13. Live theater/dance/music concerts . 13

14. Visited with friends/relatives .... 14
15. Other activities ..... 15

14-a) I'm interested in your travel expenses (and those of other household members with you). First please look at the white card and tell me which of these items, if any, were paid for in whole or in part before arriving in Ontario? (PROBE) Anything else? (RECORD BELOW)

-b) (IF ONLY ONE ITEM IN Q.14-a CIRCLE UNDER "SEPARATELY" IN Q.14-b. THEN SKIP TO Q.14-c. IF TWO OR MORE ASK:) Which of those items, if any, were paid for separately and which, if any, were bought together as a prepaid package or prepaid tour? (RECORD BELOW)

-c) (FOR EACH ITEM BOUGHT "SEPARATELY" ASK:) What was the total amount paid (for all household members) for (EACH)?

| Transportation (air, train, bus, or ship) | (a) Prepaid Items | (b) Separately | (b) As Package Or Tour | (c) Amount for Each Bought Separately |
|---|---|---|---|---|
| Canadian carrier | 1 | 1 | 2 | _____ |
| Other carrier | 2 | 1 | 2 | _____ |
| Auto rental | 3 | 1 | 2 | _____ |
| Accommodation | 4 | 1 | 2 | _____ |
| Food | 5 | 1 | 2 | _____ |
| Entertainment | 6 | 1 | 2 | _____ |
| NONE | 7 SKIP TO Q.15 | | | |

| Note Whether Amounts Are: |
|---|
| Canadian $ 1 |
| American $ 2 |
| Other:(SPECIFY) _____ |

-d) (IF "PACKAGE OR TOUR" ASK:) What was the total amount paid (for all household members) for the prepaid package or tour?

| Amount |
|---|
| _____ |

| Note Whether Amount is: |
|---|
| Canadian $ 1 |
| American $ 2 |
| Other: (SPECIFY) _____ |

15. Now please look at the grey card and give me your best estimate of all other spending while in Ontario by you (and other household members) in each of these categories. Please include all spending in the province whether paid for by cash, travellers cheque or credit card. (IF ANY PREPAID IN Q.14-a) ASK:) However, don't include any of the prepaid expenses discussed earlier. How much, if any, did you (and other household members) spend while in Ontario for: (READ EACH)

| | Amount Spend in Ontario | None |
|---|---|---|
| Air transportation | | [ ] |
| Canadian carriers ..... | _____ | |
| Other carriers ..... | _____ | |
| Train, bus, ship | | [ ] |
| Canadian carriers ..... | _____ | |
| Other carriers ..... | _____ | |
| Automobile expenses (gas, oil repairs, car rental, etc.) ..... | _____ | [ ] |
| Local transportation (taxi, bus, subway, etc) ..... | _____ | [ ] |
| Accommodation (excluding food)... | _____ | [ ] |
| Food or beverage ..... | _____ | [ ] |
| Recreation or pleasure ..... | _____ | [ ] |
| All other purchases or spending . | _____ | [ ] |

Note Whether Amounts Are:
Canadian $ 1
American $ 2
Other:(SPECIFY)
_____

(IF THIS LINE $300 OR MORE ASK:) Were there any individual items bought in that last amount which cost $300 or more? (SPECIFY ITEMS)

NONE [ ]

_____

_____

NOTE: IF RESPONDENT UNWILLING TO OR CANNOT BREAK DOWN EXPENDITURES, ATTEMPT TO DETERMINE TOTAL SPENDING WHILE IN ONTARIO. RECORD CURRENCY AS WELL.

_____

TOTAL

16-a) Thinking of the 6 months prior to this visit to Ontario, do you recall seeing or hearing any advertising for vacation travel in Ontario before you left home?

| | |
|---|---|
| Yes | Y |
| No | N |
| Don't Know | DK SKIP TO Q.17 |

-b) Please look at the pink card. Where was that advertising seen or heard? (PROBE) Anywhere else?

| | | | |
|---|---|---|---|
| Brochure | 1 | T.V. | 6 |
| Magazine advertisement | 2 | Billboard | 7 |
| Newspaper advertisement | 3 | Travel agency | 8 |
| Booklet/supplement in newspaper | 4 | Ontario Travel Centre | 9 |
| Radio | 5 | Other (SPECIFY) | |
| | | _____ | |
| | | Don't know | DK |

16-c) Using the answer categories at the top of the brown card, to what degree did seeing or hearing that advertising: (READ EACH STATEMENT)

| | | To A Large Degree | To A Small Degree | Not At All |
|---|---|---|---|---|
| o | Prompt you to find out more about Ontario? | 1 | 2 | 3 |
| o | Influence your decision to travel to Ontario? | 1 | 2 | 3 |
| o | Help you decide which places or attractions to visit? | 1 | 2 | 3 |

17-a) Had you (or any household members with you) visited Ontario before this trip?

Yes [Y] No N

-b) In what year was that last visit?

| | | | |
|---|---|---|---|
| 1986 | 1 | 1981 | 6 |
| 1985 | 2 | 1980 | 7 |
| 1984 | 3 | 1979 | 8 |
| 1983 | 4 | 1978 or earlier | 9 |
| 1982 | 5 | | |

Now, a few questions to help describe the people we have been talking to.

18. Again look at the brown card. Could you please tell me your age and highest education attained. Just read me the letters. (IF MORE THAN ONE IN HOUSEHOLD PARTY ASK:) Please describe each of the other people in your household party age 15 and over, starting with oldest first. (REPEAT FOR EACH)

| | | All Adults Age 15+ | | | | | |
|---|---|---|---|---|---|---|---|
| | | Self | Others: Oldest | Next Oldest | Next Oldest | Next Oldest | Next Oldest |
| Sex | | | | | | | |
| A | Male | 1 | 1 | 1 | 1 | 1 | 1 |
| B | Female | 2 | 2 | 2 | 2 | 2 | 2 |
| Age | | | | | | | |
| C | 15 to 19 years | 1 | 1 | 1 | 1 | 1 | 1 |
| D | 20 to 24 years | 2 | 2 | 2 | 2 | 2 | 2 |
| E | 25 to 34 years | 3 | 3 | 3 | 3 | 3 | 3 |
| F | 35 to 44 years | 4 | 4 | 4 | 4 | 4 | 4 |
| G | 45 to 54 years | 5 | 5 | 5 | 5 | 5 | 5 |
| H | 55 to 64 years | 6 | 6 | 6 | 6 | 6 | 6 |
| I | 65 years and over | 7 | 7 | 7 | 7 | 7 | 7 |
| | REFUSED | R | R | R | R | R | R |
| Highest Education Attained | | | | | | | |
| J | Elementary/public school | 1 | 1 | 1 | 1 | 1 | 1 |
| K | High school | 2 | 2 | 2 | 2 | 2 | 2 |
| L | Post-high school (non-university) | 3 | 3 | 3 | 3 | 3 | 3 |
| M | University | 4 | 4 | 4 | 4 | 4 | 4 |
| | REFUSED | R | R | R | R | R | R |
| | OTHER (SPECIFY) | _____ | _____ | _____ | _____ | _____ | _____ |

19. What is the occupation of the chief wage earner in your household? I don't mean the name of the company, but just the type of job and type of company. (IF RETIRED, CIRCLE HERE ...1... AND ASK: What was his/her occupation before he/she retired?)

_____ in _____
(TYPE OF JOB) (TYPE OF COMPANY)

20. Could you please look at the orange card and tell me the total income of your household before taxes in 1984. Just read me the appropriate letter.

| | | |
|---|---|---|
| E | Less than $12,000 | 1 |
| F | $12,000 to $17,999 | 2 |
| G | $18,000 to $23,999 | 3 |
| H | $24,000 to $29,999 | 4 |
| I | $30,000 to $39,999 | 5 |
| J | $40,000 to $49,999 | 6 |
| K | $50,000 to $59,999 | 7 |
| L | $60,000 or over | 8 |
| | DON'T KNOW | DK |
| | REFUSED | R |

| Note Whether Amount is: | |
|---|---|
| Canadian $ | 1 |
| American $ | 2 |
| Other: | |
| _____ | |
| (AMOUNT) | |
| _____ | |
| (CURRENCY) | |

21. In total, how many people contributed to that income in 1984?

1 2 3 4 or more [ ] individual(s)

22. What comments would you like to make, either positive or negative, about your stay in Ontario? (PROBE) Anything else?

None 00

_____

_____

_____

(HAND BUMPER STICKER) Thank you for your help. Please accept this "Yours To Discover" bumper sticker as a token of our appreciation.

Name: _____ Phone: _____

Address: _____ Town/City: _____

Province: _____ Postal Code: _____

At some point in the future we may want to contact some of the people surveyed for additional information. May we contact you if necessary?

Yes Y No N

"I hereby certify that this interview was conducted according to the questionnaire and instructions for this study and that the answers recorded are as given to me by this respondent.

I also realize that a proportion of my work will be checked back for verification."

_____ _____
(Interviewer's Name--Please Print) (Interviewer's Signature)

TRAVELDATA INTERNATIONAL

Study No. T1118-84
September 18, 1985

FALL HIGHWAY RECRUITING FORM

1985 ONTARIO EXIT SURVEY

Location: _____ Time: From: _____

To: _____

Day

October _____

November _____

December _____

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (ASK ONLY IF NECESSARY) Are you leaving Ontario now?

Yes --- CONTINUE

No --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

VEHICLE TALLY

2. Are you travelling for any of the following reasons--commuting to work or school, on a sales call or delivery, travelling as an operator or crew member, or moving to a new residence?

Yes to any --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

VEHICLE TALLY

3. Will you be entering Ontario again before you go home?

Yes --- TALLY VEHICLE. DISCONTINUE INTERVIEW.

No --- CONTINUE

X Not sure

VEHICLE TALLY

4. Did you stay overnight or longer in Ontario on this trip?

| |
|---|
| Overnight --- TALLY AND GO TO MAIN QUESTIONNAIRE. |

Day Visitor --- CIRCLE WHETHER OR NOT RECRUITED BELOW

NOTE: IF NOT BUSY DUE TO LOW TRAFFIC, RECRUIT MORE DAY VISITORS AND CONTINUE TO CIRCLE BELOW.

| At | Recruit |
|---|---|
| Highway 17 West, Lansdowne, 417 East, 401 East | Every Day Visitor |
| Sault Ste. Marie, Queenston | Every 3rd Day Visitor |
| Sarnia | Every 4th Day Visitor |
| Windsor, Fort Erie, Rainbow Cornwall, Ottawa | Every 5th Day Visitor |

| Vehicle | Day Visitor Recruited Yes | No | Vehicle | Day Visitor Recruited Yes | No | Vehicle | Day Visitor Recruited Yes | No |
|---|---|---|---|---|---|---|---|---|
| 1. | Y | N | 21. | Y | N | 41. | Y | N |
| 2. | Y | N | 22. | Y | N | 42. | Y | N |
| 3. | Y | N | 23. | Y | N | 43. | Y | N |
| 4. | Y | N | 24. | Y | N | 44. | Y | N |
| 5. | Y | N | 25. | Y | N | 45. | Y | N |
| 6. | Y | N | 26. | Y | N | 46. | Y | N |
| 7. | Y | N | 27. | Y | N | 47. | Y | N |
| 8. | Y | N | 28. | Y | N | 48. | Y | N |
| 9. | Y | N | 29. | Y | N | 49. | Y | N |
| 10. | Y | N | 30. | Y | N | 50. | Y | N |
| 11. | Y | N | 31. | Y | N | 51. | Y | N |
| 12. | Y | N | 32. | Y | N | 52. | Y | N |
| 13. | Y | N | 33. | Y | N | 53. | Y | N |
| 14. | Y | N | 34. | Y | N | 54. | Y | N |
| 15. | Y | N | 35. | Y | N | 55. | Y | N |
| 16. | Y | N | 36. | Y | N | 56. | Y | N |
| 17. | Y | N | 37. | Y | N | 57. | Y | N |
| 18. | Y | N | 38. | Y | N | 58. | Y | N |
| 19. | Y | N | 39. | Y | N | 59. | Y | N |
| 20. | Y | N | 40. | Y | N | 60. | Y | N |

STINT SUMMARY

| | | |
|---|---|---|
| TOTAL VEHICLES TALLIED | - Q.1 | _____ |
| TOTAL VEHICLES TALLIED | - Q.2 | _____ |
| TOTAL VEHICLES TALLIED | - Q.3 | _____ |
| TOTAL OVERNIGHT VISITORS STOPPED | - Q.4 | _____ |
| TOTAL DAY VISITORS STOPPED | - Q.4 | _____ |
| TOTAL DAY VISITORS RECRUITED | - Q.4 | _____ |

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 16, 1985

AIRPORT SCREENER
1985 ONTARIO EXIT SURVEY

Airport: _____

Carrier: _____

Flight No.: _____

Expected Departure Time: _____ am pm

• Flight No. originates from this airport?
Yes Y No N

• First stop out of province?
Yes Y No N

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. Are you travelling on (READ CARRIER & FLIGHT NO.)?

Yes → CONTINUE No → END INTERVIEW

2. (DO NOT ASK IF ORIGINATES AT THIS AIRPORT) Are you boarding (READ CARRIER & FLIGHT NO.) for the first time here today?

Yes → CONTINUE No → END INTERVIEW

3. (DO NOT ASK IF NEXT STOP OUT OF PROVINCE) Are you leaving Ontario on this flight?

Yes → CONTINUE No → SKIP TO Q.7

4. Are you currently a resident of Ontario?

Yes → SKIP TO Q.7 No → CONTINUE

5-a) Did you come in today on another flight?

Yes → CONTINUE No → SKIP TO Q.6

-b) Have you left the airport at all between flights?

Yes → SKIP TO Q.6 No → CONTINUE

-c) Have you visited Ontario at any other time on this particular trip, other than spending time at the airport?

Yes → CONTINUE WITH Q.6 No → ASK Q.7 AND THEN END INTERVIEW

6. Will you be coming back to Ontario again before you go home?

Yes [Y] No / Not sure (X) → SWITCH TO QUESTIONNAIRE AND INTERVIEW HEAD OF HOUSEHOLD PARTY

Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

7. Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.)

TRAVELDATA INTERNATIONAL

Study No. T1118-84
January 29, 1985

AIR

FLIGHT RECORD SHEET

COMPLETE ONE
PER FLIGHT

ONTARIO EXIT SURVEY

Airport: _____

Date: _____

Stint Start Time: _____

Carrier: _____

Flight No.: _____

Next Destination: _____

No. of Passengers Boarded: _____

No. of Completed Questionnaires: _____

No. of Passengers on Carrier
From Q.6 on Airport Screener: _____

No. of Passengers on Carrier
From Q.7 on Airport Screener: _____

Last listed departure time: _____

TRAVELDATA INTERNATIONAL

T1118-84
December 10, 1984

AIRPORT

INTERVIEWER ALLOCATION

ONTARIO EXIT SURVEY

Location No.: _____

Date: _____

Time: _____

LIST ALL FLIGHTS CURRENTLY SCHEDULED FOR DEPARTURE DURING STINT THAT NAME AN OUT OF PROVINCE STOP.

| Company | Carrier No. | Departure Time | Departure Location | Interviewer Assigned |
|---|---|---|---|---|
| | | | | |
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TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

# TRAIN SCREENER

## 1985 ONTARIO EXIT SURVEY

COMPLETE ONE PER INTERVIEWER PER TRAIN

| | |
|---|---|
| Train Station/ City of Departure: _____ | Date: _____ |
| Next Destination: _____ | Scheduled Departure Time: _____ am pm |
| | Actual Departure Time (if different): _____ am pm |

Hello, I'm _____. We are conducting a short travel survey for the Ontario government.

1. (DO NOT ASK IF NEXT TRAIN STOPS OUT OF PROVINCE) Are you leaving Ontario on this train?

   Yes ⟶ CONTINUE  No ⟶ END & ERASE

2. Are you currently a resident of Ontario?

   Yes ⟶ SKIP TO Q.4  No ⟶ CONTINUE

3. Will you be coming back to Ontario again before you go home?

   Yes  No / Not sure ⟶ GIVE QUESTIONNAIRE TO HEAD OF HOUSEHOLD PARTY. RECORD SIZE OF HOUSEHOLD AT Q.5.

   Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

| RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.) |
|---|
| |

4. (ONTARIO RESIDENTS) Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. END INTERVIEW.)

| RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.) |
|---|
| |

5. (ELIGIBLE NON-RESIDENTS - TO RECEIVE QUESTIONNAIRE.) Including yourself, how many members of your household are on this trip? (WRITE IN NUMBER BELOW. GIVE QUESTIONNAIRE.)

| RECORD HOUSEHOLD SIZES (e.g. 1, 3, 2, etc.) |
|---|
| |

6. TOTAL NO. OF PASSENGERS OUTBOUND FROM ONTARIO (to be attained from Conductor):

   _____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

# TRAIN

## RECORD SHEET

## ONTARIO EXIT SURVEY

COMPLETE ONE PER TRAIN

A. Train Station: _____

B. Date: _____

C. Scheduled Departure Time: _____

D. Actual Departure Time (if different): _____

E. Train No.: _____

F. Origin of Service: _____

G. Next Destination: _____

H. No. of Passengers on Carrier From Q.3 on Train Screener: _____

I. No. of Passengers on Carrier From Q.4 on Train Screener: _____

J. No. of Passengers on Carrier From Q.5 on Train Screener: _____

K. No. of Questionnaires Distributed (No. of households at Q.3): _____

L. No. of Completed Questionnaires Collected: _____

M. No. of Passengers Outbound From Ontario: _____

TRAVELDATA INTERNATIONAL

Study No. T1118-84
February 22, 1985

# 1985 ONTARIO EXIT SURVEY

Train

**We want to serve you better!**

The Ontario Ministry of Tourism and Recreation is conducting a survey of visitors to the province. Please take a few moments to answer the following questions. Our interviewer will be back to collect the questionnaire in about 20 minutes.

**Thank you for your help!**

PLEASE PRINT

1. Where is your regular place of residence?

_____ (CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY)

2. How many people are there in your immediate travel party? That is, how many people including yourself are travelling together?

1 [ ] IF YOU CHECK HERE YOU CAN SKIP TO Q.4. YOU DO NOT HAVE TO ANSWER QUESTION 3.

2 or more (SPECIFY NUMBER) _____

3-a) How many different households are represented in this party?

_____ (NUMBER) households

3-b) If there are two or more households travelling together, how many members of your household are travelling together on this trip? (Don't forget to include yourself.)

_____ persons

EVERYONE

4. Including yourself, how many of the persons in your household travelling on this trip are ...

Age 15 or older? _____

Age 7 - 14? _____

Age 6 or under? _____

**OFFICE USE ONLY**

Location of Questionnaire Distribution: _____

Date: _____ (HOUR) am pm _____ (DAY) _____ (MONTH)

Carrier/Service: _____ (CARRIER) / _____ (ORIGIN OF SERVICE) to _____ (DESTINATION OF SERVICE)

Scheduled bus 12
Chartered bus 13
Train 14

5. Thinking about your entire trip, not just this leg of your journey, please tell me your main destination away from home? (IF YOU HAVE MORE THAN ONE DESTINATION, ENTER NAME OF PLACE FARTHEST FROM HOME.)

(CITY/TOWN) _____ (PROVINCE/STATE) _____ (COUNTRY) _____

6. Is your main destination over or under 50 miles away from home?

Over 50 miles [ ] Under 50 miles [ ]

7. If your main destination in Q.5 was in Ontario, skip to Q.8. If your main destination was not in Ontario, what was your main destination within Ontario? (IF YOU HAVE MORE THAN ONE DESTINATION, ENTER NAME OF PLACE FARTHEST FROM HOME.)

(MAIN DESTINATION IN ONTARIO (WRITE CITY/TOWN) _____

IF NO MAIN DESTINATION IN ONTARIO (you may have been just passing through):
CHECK HERE ➡ [ ]

EVERYONE

8-a) Where did you first enter Ontario on this trip? Please specify the highway, airport, train station, bus depot or port.

(HIGHWAY/TERMINAL/STATION/DEPOT/PORT) _____

➡ Check one:
[ ] Highway (private vehicle)
[ ] Highway (bus)
[ ] Airport
[ ] Train station
[ ] Water port

IF RESIDENT OF CANADA OR THE UNITED STATES SKIP TO Q.9. ALL OTHERS ANSWER Q.8-b).

8-b) Before entering Ontario did you stop at all in or visit...

| | Yes | No |
|---|---|---|
| ...the United States? | [ ] | [ ] |
| ...any other Canadian province? | [ ] | [ ] |

EVERYONE

9. How many nights in total is your trip away from home?

_____ nights

None--day trip [ ] ➡ IF CHECK HERE, SKIP TO QUESTION 12. DO NOT ANSWER Q.'s 10 OR 11.

10. How many nights were spent in Ontario?

_____ nights

None--day trip [ ] ➡ IF CHECK HERE, SKIP TO QUESTION 12. DO NOT ANSWER Q.11.

11-a) Thinking of the nights you have spent in Ontario, in which city or town did you first stay overnight, and how many nights did you stay there at that time?

(TOWN/CITY) _____ (NO. OF NIGHTS)

-b) And what type of accommodation did you mainly stay in or use during that first stop in Ontario? (CHECK ONE ONLY.)

| Code Number | | |
|---|---|---|
| 1. | FRIENDS/RELATIVES | [ ] |
| 2. | HOTEL/MOTOR HOTEL | [ ] |
| 3. | MOTEL | [ ] |
| 4. | RESORT LODGE | [ ] |
| 5. | COMMERCIAL COTTAGE/CABIN | [ ] |
| 6. | PRIVATE COTTAGE | [ ] |
| 7. | CAMPING/TRAILER | [ ] |
| 8. | OUTFITTER/OUTPOST | [ ] |
| 9. | MARINA/UNORGANIZED ANCHORAGE | [ ] |

c) Now, for each additional stop overnight or longer in Ontario, please enter below the city or town, the number of nights you spent there and the type of accommodation used.

| FOR ADDITIONAL STOPS<br>NEAREST CITY/TOWN | NUMBER OF NIGHTS | TYPE OF ACCOMMODATION (ENTER CODE NUMBER FROM 1 TO 9 THAT APPLIES FROM ABOVE LIST IN 11-b) |
|---|---|---|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

EVERYONE

12-a) What was your main purpose for visiting Ontario? (RECORD IN COLUMN -a) BELOW.)

| | (a) Main Purpose (Check One Only) | (b) Other Purposes | |
|---|---|---|---|
| Visiting friends or relatives | [ ] | [ ] | 1 |
| Recreation/pleasure | [ ] | [ ] | 2 |
| Shopping | [ ] | [ ] | 3 |
| Personal business | [ ] | [ ] | 4 |
| Convention | [ ] | [ ] | 5 |
| Other business | [ ] | [ ] | 6 |
| NO OTHER PURPOSES | | [ ] | 7 |

12-b) What were the other purposes of this trip, if any? (RECORD IN COLUMN -b ABOVE. CHECK MORE THAN ONE, IF APPLICABLE.)

13. Please look over the list below and check all of those activities, if any, you or any household members with you engaged in while in or around your main destination in Ontario.
If you had no main destination in Question 7, please check all of those activities you or any household members with you engaged in while passing through the province.

(CHECK AS MANY ACTIVITIES AS APPLY.)

Engaged in ...
1. Outdoor/sporting activity ..... [ ]
2. Sightseeing/touring ..... [ ]
3. Personal business ..... [ ]
4. Business/conventions ..... [ ]

Went ...
5. Shopping ..... [ ]
6. To a restaurant to eat ..... [ ]
7. On boat/rail tours ..... [ ]
8. To historical sites ..... [ ]

Attended ...
9. Sporting events ..... [ ]
10. Museums/galleries ..... [ ]
11. Exhibitions/fairs/special events .. [ ]
12. Attractions/zoos/amusement parks .. [ ]
13. Live theater/dance/music concerts . [ ]

14. Visited with friends/relatives .... [ ]
15. Other activities ..... [ ]

14-a) We will also find it helpful to know something of your travel expenses, including those of other household members with you. First, were any of the items listed below paid for in whole or in part before arriving in Ontario, either by cash, cheque or credit card?

IN COLUMN -a), BELOW, CHECK ALL THOSE ITEMS WHICH WERE PURCHASED BEFORE ENTERING ONTARIO. IF YOU CHECK "NONE" SKIP TO QUESTION 15 AND DO NOT ANSWER Q.'s 14-b), -c) OR -d).

| | | (a) | (b) | | (c) | |
|---|---|---|---|---|---|---|
| | | Prepaid Items | As Package Or Tour | Separately | Amount for Each Bought Separately | Are these Amounts in: (CHECK ONE) |
| | Transportation (air, train, bus, or ship) | | | | | |
| 1 | • Canadian carrier/ company | [ ] | [ ] | [ ] | _____ | Canadian $ [ ] |
| 2 | • Other carrier/ company | [ ] | [ ] | [ ] | _____ | American $ [ ] |
| 3 | Auto rental | [ ] | [ ] | [ ] | _____ | Other currency? |
| 4 | Accommodation | [ ] | [ ] | [ ] | _____ | _____ (SPECIFY CURRENCY) |
| 5 | Food | [ ] | [ ] | [ ] | _____ | |
| 6 | Entertainment | [ ] | [ ] | [ ] | _____ | |
| 7 | NONE | [ ] | SKIP TO Q.15 | | | |

14-b) Which of the prepaid items checked in -a), above, were paid for separately, and which, if any, were bought together as a prepaid package or prepaid tour? (RECORD IN SECTION -b) ABOVE.)

14-c) What was the total amount paid, by all household members, for each of the items you purchased separately, if any, before entering Ontario? (FOR EACH ITEM CHECKED "SEPARATELY" IN -b) SECTION ABOVE, RECORD AN AMOUNT IN -c) SECTION.)

IF ANY ITEMS ARE PART OF A PACKAGE OR TOUR in Q.14-b)--GO BACK TO SECTION 14-b) ON PREVIOUS PAGE AND LOOK--ANSWER Q.14-d). OTHERWISE SKIP TO Q.15.

14-d) What was the total amount paid, for all household members, for the prepaid package or tour?

| Total Amount | Is this amount in... |
|---|---|
| _____ | Canadian $ [ ] |
| | American $ [ ] |
| | Other Currency? _____ (SPECIFY CURRENCY) |

15-a) Now please record below your best estimate of all spending while in Ontario by you and other household members in each of the following categories. Please include all spending in the province, whether paid for by cash, travellers cheque or credit card. Do not include any of the prepaid expenses you may have included in Q.14.

| | Amount Spent in Ontario | Are these Amounts in... |
|---|---|---|
| Air transportation | | Canadian $ [ ] |
| • Canadian carriers/companies ... | _____ | American $ [ ] |
| • Other carriers/companies ..... | _____ | Other Currency? |
| Train, bus, ship | | _____ |
| • Canadian carriers/companies ... | _____ | (SPECIFY |
| • Other carriers/companies ..... | _____ | CURRENCY) |
| Automobile expenses (gas, oil repairs, car rental, etc.) ..... | _____ | |
| Local transportation (taxi, bus, subway, etc) ..... | _____ | |
| Accommodation (excluding food)... | _____ | |
| Food or beverage ..... | _____ | |
| Recreation or pleasure ..... | _____ | |
| All other purchases or spending . | _____ | |

15-b) (ANSWER ONLY IF THIS LINE IS $300 OR MORE:) Were there any individual items bought in this last amount which cost $300 or more? Please specify these items below.

NONE [ ]

_____

_____

16-a) Thinking of the 6 months prior to this visit to Ontario, do you recall seeing or hearing any advertising for vacation travel in Ontario before you left home?

No [ ] IF CHECK HERE, Yes [ ]

Don't Know [ ] SKIP TO Q.17.

16-b) Where was that advertising seen or heard? Check as many as apply.

| | | | | | |
|---|---|---|---|---|---|
| 1 | Brochure | [ ] | 6 | T.V. | [ ] |
| 2 | Magazine advertisement | [ ] | 7 | Billboard | [ ] |
| 3 | Newspaper advertisement | [ ] | 8 | Travel agency | [ ] |
| 4 | Booklet/supplement in newspaper | [ ] | 9 | Ontario Travel Centre | [ ] |
| 5 | Radio | [ ] | | Other (PLEASE SPECIFY) | |

_____

-c) To what degree did seeing or hearing that advertising... (READ EACH STATEMENT AND CHECK ANSWER WHICH APPLIES.)

| | To A Large Degree | To A Small Degree | Not At All |
|---|---|---|---|
| • Prompt you to find out more about Ontario? | [ ] | [ ] | [ ] |
| • Influence your decision to travel to Ontario? | [ ] | [ ] | [ ] |
| • Help you decide which places or attractions to visit? | [ ] 1 | [ ] 2 | [ ] 3 |

EVERYONE:

17-a) Had you, or any household members with you, visited Ontario before this trip?

Yes [ ] No [ ] IF CHECK HERE, SKIP TO Q.18.

-b) In what year was that last visit?

| | | | | | |
|---|---|---|---|---|---|
| 1985 | [ ] | 2 | 1981 | [ ] | 6 |
| 1984 | [ ] | 3 | 1980 | [ ] | 7 |
| 1983 | [ ] | 4 | 1979 | [ ] | 8 |
| 1982 | [ ] | 5 | 1978 or earlier | [ ] | 9 |

Now, a few questions to help describe the people we have asked to fill out this questionnaire.

18. Could you please check your age and highest education attained. Then, if there are other persons in your household travel party, please describe each of the other people age 15 and over, starting with the oldest first.

| | All Adults Age 15+ | | | | | | |
|---|---|---|---|---|---|---|---|
| | Self | Others: Oldest | Next Oldest | Next Oldest | Next Oldest | Next Oldest | |
| **Sex** | | | | | | | |
| Male | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | 1 |
| Female | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | 2 |
| **Age** | | | | | | | |
| 15 to 19 years | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | 1 |
| 20 to 24 years | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | 2 |
| 25 to 34 years | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | 3 |
| 35 to 44 years | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | 4 |
| 45 to 54 years | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | 5 |
| 55 to 64 years | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | 6 |
| 65 years and over | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | 7 |
| **Highest Education Attained** | | | | | | | |
| Elementary/puhlic school | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | 1 |
| High school | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | 2 |
| Post-high school (non-university) | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | 3 |
| University | [ ] | [ ] | [ ] | [ ] | [ ] | [ ] | 4 |
| OTHER (PLEASE SPECIFY) | _____ | _____ | _____ | _____ | _____ | _____ | |

19. What is the occupation of the chief wage earner in your household? I don't mean the name of the company, but just the type of job and type of company.

_____ in _____
(TYPE OF JOB) (TYPE OF COMPANY)

IF RETIRED, CHECK HERE ... [ ] ... AND ANSWER: What was his/her occupation before he/she retired?

_____ in _____
(TYPE OF JOB) (TYPE OF COMPANY)

20. Could you please check the total income of your household before taxes in 1984.

| | | | |
|---|---|---|---|
| Less than $12,000 | [ ] | 1 | Is this amount in... |
| $12,000 to $17,999 | [ ] | 2 | Canadian $ [ ] |
| $18,000 to $23,999 | [ ] | 3 | American $ [ ] |
| $24,000 to $29,999 | [ ] | 4 | Other currency? [ ] |
| $30,000 to $39,999 | [ ] | 5 | (If other please enter currency |
| $40,000 to $49,999 | [ ] | 6 | and amount below) |
| $50,000 to $59,999 | [ ] | 7 | _____ _____ |
| $60,000 or over | [ ] | 8 | (CURRENCY) (AMOUNT) |

21. In total, how many people contributed to that income in 1984?

1 [ ] 2 [ ] 3 [ ] 4 or more [ ] individual(s)

22. What comments would you like to make, either positive or negative, about your stay in Ontario?

_____

_____

_____

Thank you for your help. Please accept the enclosed "Yours To Discover" bumper sticker as a token of our appreciation.

At some point in the future we may want to contact some of the people surveyed for additional information. May we contact you if necessary?

Yes [ ] No [ ]

What is your...

Name: _____

No./Street: _____ Apt.: _____

Town/City: _____ Province/State/Country: _____

Postal/Zip Code: _____ Phone: _____

Once again, thank you very much for your help.

# APPENDIX VI
# CONFIDENCE INTERVALS

## Confidence Intervals

The following two tables (Table A and Table B) outline the confidence intervals for a range of projections of person trips. These confidence intervals are the intervals within which the true or population value underlying the projection may be expected to fall with a 95 percent probability.

Throughout the summary tables found in this report, results are basically given in two forms: in actual person trips or as a percentage.

Table A is designed to give the confidence interval in person trips for an observed result which is stated in terms of person trips. Table B is designed to give the confidence interval as a percentage for an observed result which is stated in terms of a percentage.

Thus the confidence interval will be indicated in two ways:

Table A: the projected number of person trips plus or minus a certain number of person trips.

i.e., 5,000 person trips $\pm$ 200 person trips which is 4,800 to 5,200 person trips

Table B: the percentage observed plus or minus a certain percentage.

i.e., 75 percent $\pm$ 5 percent
which is 70 percent to 80 percent

These intervals should be read as follows: "The true value for the population as a whole will fall within the range specified, from the projection/percentage minus the number, to the projection/percentage plus the number, with a 95 percent probability."

To read Table A:

1) Look for the base (in person trips) on the summary table.

2) On Table A, find this number (or the one closest to it) in the column headed "Base: Person Trips".

3) If you wish to know the confidence interval for the base of the summary table, read across to the figure in the column headed "100%". For example, look at "Table 1: Total Visitors" of this report under the column titled "Person Trips". Notice that the base for this table is 25,142 person trips. To determine the confidence interval in person trips for this figure look down the column in Table A titled "Base: Person-Trips ('000)" for the closest figure. In this case it is 25,000. Since the 25,142 figure in Table 1 is the base for that entire column, look across on Table A to the column marked "100%". This is the margin of error for the 25,142 figure. The margin of error is 1,500 person trips, therefore the confidence interval is 23,642 (25,142 - 1,500) to 26,642 (25,142 + 1,500). This should be read as "there is a 95 percent probability that the true answer falls between 23,642 person trips and 26,642 person trips" (remember these figures are in thousands as well).

4) If you wish to know the confidence interval for any other projection on the summary table, determine the proportion of this projection to the base, and then read across to the figure in the appropriate column. For example, again from "Table 1: Total Visitors" of this report, under the column headed "Person Trips", the figure for the first quarter is 3,823 person trips. To determine the confidence interval in person trips for this figure it is first necessary to determine its proportion of the base figure of 25,142 person trips. Since the proportion is 15.2 percent, look down the column in Table A closest to this figure. In this case, 15 percent is right between the 10% and 20% columns, so it is better to be conservative and round upwards to 20% to have a larger margin of error.

The original figure of 3,823 person trips is closest to the 4,000 figure found in the "Base" column of Table A. Where the "4,000 Person Trips" row and the "20%" column meet is the margin of error of 165 person trips. Therefore, the confidence interval is 3,658 (3,823 - 165) to 3,988 (3,823 + 165). This should be read as "there is a 95 percent probability that the true answer falls between 3,658 person trips and 3,988 person trips.

To read Table B:

1) Look for the base (in person trips) on the summary table.

2) On Table B, find this number (or the one closest to it) in the column headed "Base: Person Trips".

3) To determine the confidence interval for any percentage on the summary table, read across to the figure in the column headed by a percentage which is closest to the one from the summary table. For example, again from "Table 1: Total Visitors" of this report under the column titled "Person Trips", the figure for the first quarter is 15.2 percent. To determine the confidence interval for this figure, look for the base upon which the percentage was calculated (in this case, 25,142 person trips). Look for the closest number to this in the column "Base: Person Trips ('000) in Table B (in this case, 25,000). Read across the row to the column headed by a percentage closest to 15.2 percent. Here it is right between the "20%" and "10%" columns so it will be best to use the "20%" column since it is more conservative in its estimate of the margin of error. The margin of error is 2.0 percent; therefore, the confidence interval for the 15.2 percent figure in Table 1 is 13.2 percent (15.2% - 2.0%) to 17.2 percent (15.2% + 2.0%). This should be read as "there is a 95 percent probability that the true answer falls between 13.2 percent and 17.2 percent".

Table A

## CONFIDENCE INTERVALS

(Margin of error for observed projections in person trips, at the 95 percent probability level)

| | Proportion of Base: Person Trips ('000) | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Base: Person Trips ('000) | 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% | 5% | 1% |
| 200 | 57 | 65 | 64 | 60 | 56 | 51 | 45 | 38 | 29 | 19 | 13 | 5 |
| 400 | 87 | 97 | 95 | 90 | 83 | 75 | 66 | 55 | 43 | 28 | 18 | 7 |
| 600 | 113 | 125 | 121 | 115 | 106 | 95 | 83 | 69 | 54 | 35 | 23 | 9 |
| 800 | 136 | 149 | 145 | 136 | 125 | 113 | 98 | 82 | 63 | 40 | 26 | 10 |
| 1,000 | 158 | 172 | 166 | 156 | 144 | 129 | 112 | 93 | 72 | 46 | 30 | 12 |
| 2,000 | 256 | 273 | 261 | 244 | 223 | 199 | 172 | 142 | 108 | 68 | 44 | 17 |
| 4,000 | 423 | 441 | 418 | 388 | 352 | 312 | 267 | 219 | 165 | 102 | 65 | 24 |
| 6,000 | 574 | 590 | 557 | 514 | 464 | 410 | 350 | 284 | 213 | 131 | 82 | 30 |
| 8,000 | 713 | 727 | 683 | 629 | 567 | 498* | 424 | 344 | 256 | 156 | 98 | 35 |
| 10,000 | 845 | 856 | 803 | 737 | 662 | 581 | 493 | 399 | 296 | 180 | 111 | 40 |
| 12,000 | 970 | 977 | 915 | 838 | 752 | 658 | 558 | 450 | 333 | 201 | 124 | 44 |
| 14,000 | 1,088 | 1,091 | 1,020 | 933 | 836 | 731 | 618 | 497 | 368 | 221 | 136 | 48 |
| 16,000 | 1,200 | 1,200 | 1,120 | 1,023 | 916 | 800 | 676 | 543 | 400 | 240 | 147 | 52 |
| 18,000 | 1,304 | 1,301 | 1,213 | 1,107 | 990 | 864 | 729 | 586 | 430 | 258 | 158 | 55 |
| 20,000 | 1,400 | 1,394 | 1,299 | 1,185 | 1,059 | 924 | 779 | 625 | 459 | 274 | 167 | 58 |
| 25,000 | 1,500 | 1,500 | 1,400 | 1,279 | 1,145 | 1,000 | 845 | 679 | 500 | 300 | 184 | 65 |

* Read "If the observed result on a base of 8,000 person trips is 4,000 person trips (i.e., 50% of 8,000), then there is a 95 percent probability that the true answer falls between 3,502 (4,000 - 498) and 4,498 (4,000 + 498).

Table B

## CONFIDENCE INTERVALS

(Margin of error for observed projections in person trips, at the 95 percent probability level)

| Base: Person Trips ('000) | Observed Result in Percent | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 100% | 90% | 80% | 70% | 60% | 50% | 40% | 30% | 20% | 10% | 5% | 1% |
| 200 | 28.5 | 32.5 | 32.0 | 30.0 | 28.0 | 25.5 | 22.5 | 19.0 | 14.5 | 9.5 | 6.5 | 2.5 |
| 400 | 21.8 | 24.3 | 23.8 | 22.5 | 20.8 | 18.8 | 16.5 | 13.8 | 10.8 | 7.0 | 4.5 | 1.8 |
| 600 | 18.8 | 20.8 | 20.2 | 19.2 | 17.7 | 15.8 | 13.8 | 11.5 | 9.0 | 5.8 | 3.8 | 1.5 |
| 800 | 17.0 | 18.6 | 18.1 | 17.0 | 15.6 | 14.1 | 12.3 | 10.3 | 7.9 | 5.0 | 3.3 | 1.3 |
| 1,000 | 15.8 | 17.2 | 16.6 | 15.6 | 14.4 | 12.9 | 11.2 | 9.3 | 7.2 | 4.6 | 3.0 | 1.2 |
| 2,000 | 12.8 | 13.7 | 13.1 | 12.2 | 11.2 | 10.0 | 8.6 | 7.1 | 5.4 | 3.4 | 2.2 | 0.9 |
| 4,000 | 10.6 | 11.0 | 10.5 | 9.7 | 8.8 | 7.8 | 6.7 | 5.5 | 4.1 | 2.6 | 1.6 | 0.6 |
| 6,000 | 9.6 | 9.8 | 9.3 | 8.6 | 7.7 | 6.8 | 5.8 | 4.7 | 3.6 | 2.2 | 1.4 | 0.5 |
| 8,000 | 8.9 | 9.1 | 8.5 | 7.9 | 7.1 | 6.3* | 5.3 | 4.3 | 3.2 | 2.0 | 1.2 | 0.4 |
| 10,000 | 8.5 | 8.6 | 8.0 | 7.4 | 6.6 | 5.8 | 4.9 | 4.0 | 3.0 | 1.8 | 1.1 | 0.4 |
| 12,000 | 8.1 | 8.1 | 7.6 | 7.0 | 6.3 | 5.5 | 4.7 | 3.8 | 2.8 | 1.7 | 1.0 | 0.4 |
| 14,000 | 7.8 | 7.8 | 7.3 | 6.7 | 6.0 | 5.2 | 4.4 | 3.6 | 2.6 | 1.6 | 1.0 | 0.3 |
| 16,000 | 7.5 | 7.5 | 7.0 | 6.4 | 5.7 | 5.0 | 4.2 | 3.4 | 2.5 | 1.5 | 0.9 | 0.3 |
| 18,000 | 7.2 | 7.2 | 6.7 | 6.2 | 5.5 | 4.8 | 4.1 | 3.3 | 2.4 | 1.4 | 0.9 | 0.3 |
| 20,000 | 7.0 | 7.0 | 6.5 | 5.9 | 5.3 | 4.6 | 3.9 | 3.1 | 2.3 | 1.4 | 0.8 | 0.3 |
| 25,000 | 6.0 | 6.0 | 5.6 | 5.1 | 4.6 | 4.0 | 3.4 | 2.7 | 2.0 | 1.2 | 0.7 | 0.3 |

* Read "If the observed result on a base of 8,000 person trips is 50 percent, then there is a 95 percent probability that the true answer falls between 43.7 percent (50% - 6.3%) and 56.3 percent (50% + 6.3%).